

FOR IMMEDIATE RELEASE



**HINT® WATER DEBUTS LIMITED EDITION
“Kung Fu Panda 2” BOTTLE**

San Francisco, CA - HINT Inc., maker of all natural, great tasting essence water, will release a limited edition bottle featuring Po, the popular title character from the upcoming DreamWorks Animation film “Kung Fu Panda 2” premiering May 26th.

HINT has created a special version of their top selling Watermelon flavor, which will launch nationwide mid April, in order to create a full scale promotion with retailers in preparation for the movie’s official release on May 26th and the start of summer. This promotion will include multilevel and creative activation across the country with in-store promotions, field marketing, social media & PR campaigns driving sales at key retailers.

This partnership is building on a proven and very successful franchise, since in 2008 “Kung Fu Panda 1” was the #1 animated release of the year with box office sales of \$630 million and the #1 animated DVD of the year with over 3 million Facebook fans to date. The new release follows the cast on a fresh journey and has mass consumer excitement building for the next adventure. Actors voicing characters in the film include Jack Black, Angelina Jolie, Dustin Hoffman, Seth Rogan, Lucy Lui & Jackie Chan.

“As both a mom and the founder of HINT, I love the idea of making a healthy beverage fun for kids,” says founder and CEO Kara Goldin. “We’ve become a popular favorite among families through our various projects aimed at entertaining and educating, with a focus on increasing the availability of HINT in schools across the country. We are proud to be the first beverage other than plain water approved by the Alliance for a Healthier Generation for all three of their tiers; Elementary, Middle and High School students and feel that partnerships like this with exciting properties such as “Kung Fu Panda 2” help build our awareness and generate opportunities.”

In 2010, HINT saw 100 percent growth in sales in its core product line as developing co-branded partnerships has allowed the brand to expand to new customers and markets. HINT was also named BevNet’s Best New Enhanced Water and Best Flavored Water by *Self* Magazine and *Good Housekeeping* Magazine the same year.

About HINT: HINT, whose mantra is Drink Water, Not Sugar® is the brainchild of Kara Goldin, a San Francisco mother of four who was seeking a refreshing, unsweetened and no calorie beverage to give her family. Her simple solution – HINT Essence Water. Launched in 2005, Kara developed HINT in response to the growing wall of sugary juices and sodas. HINT is at the heart of a healthy lifestyle™, and is available in many delicious flavors including Blackberry, Watermelon, Pomegranate-Tangerine, Mango-Grapefruit, Strawberry-Kiwi and Raspberry-Lime. HINT Essence Water can be found in fine grocery stores and retailers all over the United States or purchased online at www.drinkhint.com. More information is also available at www.facebook.com/drinkhint.

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