



**KARA GOLDIN, CEO OF HINT WATER, NAMED ONE OF FORTUNE'S MOST POWERFUL WOMEN ENTREPRENEURS**

*CEO of Leading Essence Water Honored for Successful Business Growth*

**(San Francisco, CA – September 2011)** – Kara Goldin, CEO of the healthy lifestyle company, HINT Inc., makers of the no calorie, unsweetened essence water, has just been named one of the 2011 Fortune's Most Powerful Women Entrepreneurs. Kara is one of 10 selected from over 130 up-and-coming entrepreneurs across the country and will join honorees at the 2011 Fortune Most Powerful Women Summit taking place October 3-5 in Laguna Niguel, California.

*Fortune's* editors chose ten extraordinary innovators, game-changers and groundbreakers whose startups generated \$1 million to \$25 million in annual revenue last year--but appear poised to become large and global businesses. En route to be one of Fortune's Most Powerful Women in Business, the entrepreneurs selected will be guests at the 2011 Most Powerful Women Summit where they will be joined by *Fortune* 500 CEOs.

"I am thrilled and honored to be named one of Fortune Magazine's Most Powerful Women Entrepreneurs and to be among some of the brightest and most prestigious CEOs," said Kara Goldin, "HINT is unlike any beverage on the market and to see it grow from a small start up to what it is now is amazing."

Each year Fortune's Most Powerful Women Summit brings together well-known entrepreneurs for a three day summit. Entrepreneurs will be able to mingle with Arianna Huffington, Tyra Banks, Tory Burch, Chelsea Handler, the Summit's honorary male guest, Warren Buffet. Attendees learn the ins and outs of business builders from people who were just like them a few years ago, up and coming.

HINT saw 100 percent growth in sales in 2010 in its core product line and HINT Fizz, a carbonated version, will allow for the brand to expand to a whole new customer base. HINT was also named BevNet's Best New Enhanced Water and Best Flavored Water by Self Magazine and Good Housekeeping Magazine in 2010. Building on their success, HINT also plans to launch new retail programs and increase distribution across the country in 2012.

**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](http://www.drinkHINT.com). More information is also available at [www.facebook.com/drinkHINT](http://www.facebook.com/drinkHINT).

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