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HINT® Unsweetened Essence Water Provides Healthy Choices Which Adhere to Alliance for a Healthier Generation Guidelines for Students in All Grades

San Francisco (August 17, 2010) – Collaborating with the Alliance for a Healthier Generation HINT, Inc. aims to offer its unsweetened flavored waters to students in schools across the country. HINT, Inc has announced it is working with the Alliance for a Healthier Generation, founded by the American Heart Association and the William J. Clinton Foundation, by adopting its School Beverage Guidelines.

Unlike traditional flavored waters, HINT is designed to taste great without tasting sweet. Under the Guidelines, HINT unsweetened essence waters can be made available without size restrictions in elementary, middle and high schools.

“We are pleased to offer HINT® Unsweetened Essence Water as a product which meets the Alliance School Beverage Guidelines and provides an important option for kids who find plain water boring,” said CEO Kara Goldin. “As the leader in this category we will make it a priority to show kids that great taste doesn’t always go hand in hand with sweetness.”

HINT has no calories, no sugar and no artificial flavors or preservatives. San Francisco mother of four, Kara Goldin, launched HINT Water to offer families a healthier alternative to sugary juices and sodas.

“Brokering agreements with the snack food, healthcare, and beverage industries is a critical piece of the Alliance for a Healthier Generation’s work to reduce the prevalence of childhood obesity in the United States by 2015,” said Ginny Ehrlich, executive director of the Alliance for a Healthier Generation. “If we are going to create a healthier environment for today’s youth, we need companies like HINT to make commitments to provide access to healthier product options at school. We applaud them for their commitment to healthier kids”

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.

About the Alliance for a Healthier Generation

The American Heart Association and the William J. Clinton Foundation joined forces in May of 2005 to create a healthier generation by addressing one of the nation’s leading public health threats – childhood obesity. The goal of the Alliance is to reduce the nationwide prevalence of childhood obesity by 2015, and to empower kids nationwide to make healthy lifestyle choices. The Alliance works to positively affect the places that can make a difference to a child’s health: homes, schools, restaurants, doctor’s offices and communities. For more information please visit: HealthierGeneration.org.

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