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AMERICAN EXPRESS DECLARES “HINT• WATER IS BOOMING”

Healthy Beverage Featured In Major Ad Campaign

San Francisco, CA (July 30, 2010) - HINT Inc., maker of refreshing unsweetened essence water has been recognized as a successful fast growing healthy beverage company. Kicking off with a splash, the campaign featured prominent advertisements in the Wall Street Journal, New York Times and New York Post.

"We started HINT in order to make it easier for people everywhere to lead a healthier lifestyle. We designed HINT essence water to taste great without tasting sweet. That's a very different way to get consumers to zero calories and we are proud to see this innovation recognized by American Express" said founder and CEO Kara Goldin.

The American Express “Start Booming” campaign features real and inspiring business owners. The businesses are “Booming” in part because they have uncovered unique and better ways of doing business and are using management tools and services to improve the way they run their companies. Like HINT, these companies have shown outstanding performance in the small business sector.

Launched just five years ago, HINT has gone from a start up business to a nationally distributed product in retailers such as Whole Foods and Starbucks. HINT has become a pioneer in the bottled water market with a mission to bring a healthier beverage option to the masses, not only competing against larger brands, but cementing a place on store shelves.

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.

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