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HINT ESSENCE WATER INTRODUCES “HINT KIDS” AT NATURAL PRODUCTS EXPO WEST 2009

Natural Flavored Water to Deliver Healthy Refreshments to Kids Across America

San Francisco, CA (March 2009) – HINT Essence Water will re-launch HINT Kids at the Natural Products Expo West taking place from March 5-8th. HINT Kids will offer HINT’s younger fans an easy grab-and-go drink pack, available in three of HINT’s delicious signature flavors; Strawberry-kiwi, Tropical and Watermelon. This new kid-friendly packaged drink is the only responsible children’s beverage containing fluoride, unlike other compromised beverages on the market with hidden calories, sugars and sweeteners.

“We are thrilled to re-launch HINT Kids and give younger ones a chance to enjoy a beverage that contains no calories, sugar or sweeteners” says founder and CEO of HINT Inc. Kara Goldin. “HINT has felt very strongly in the past several months to re-launch HINT Kids mainly because of all the unhealthy beverages on the market for children.”

Natural Products Expo West, hosted at the Anaheim Convention Center in Anaheim, California offers the ultimate place to find cutting-edge trends, engaging speakers, informative seminars and endless networking opportunities within the natural and organic products industry.

Selected as best flavored water by *Health* magazine, HINT Essence Water is light, refreshing and never sweet. As a flood of energy drinks and functional beverages blanket the market with reinvented sodas and fruit punches, HINT arrives with a simple solution – water that just tastes better, not sweeter. Natural essences infused into pure water deliver on the promise of HINT’s outstanding packaging – refreshing great taste without all the junk.

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, she 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 13 delicious flavors

including the newest flavors, Hibiscus Vanilla, Watermelon, Honeydew Hibiscus and Blackberry, as well as Mango-Grapefruit, Pomegranate-Tangerine, Lime, Raspberry-Lime, Peppermint, Pear, Tropical Punch, Cucumber and Strawberry Kiwi. Each 16 ounce bottle is \$1.79 and can be found in fine grocery stores and retailers all over the United States. www.drinkhint.com.

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