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hint[®]
DRINK WATER, NOT SUGAR[®]



Press Contacts:
Danielle Mayer
Jamie Evans
5W Public Relations
Tel: (646) 452-6400
dmayer@5wpr.com
jevans@5wpr.com

HINT ESSENCE WATER RE-LAUNCHES “HINT KIDS” AT THE 2009 FANCY FOOD SHOW

Natural Flavored Water to Deliver Healthy Refreshments to Kids Across America

San Francisco, CA (January 2009) – HINT Essence Water has announced that it will re-launch HINT Kids at the 2009 Fancy Food Show taking place from January 18-20th. 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, sugar or 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 of the unhealthy beverages on the market for children.”

The 2009 Winter Fancy Food Show is hosted by The National Association for the Specialty Food Trade. It will be taking place at the Moscone Center in San Francisco, CA, and is the premier marketplace for specialty food where retailers, restaurateurs, distributors and others discover innovative, new food and beverage products.

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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