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HINT• WATER TO DEBUT YOGI BEAR BRANDED BOTTLE AT FANCY FOOD SHOW 2010

HINT Creates Special Edition Bottle to Celebrate “Yogi Bear,” a Live-Action/CG-animated Adventure in 3D from Warner Bros. Pictures

San Francisco, CA (June 24, 2010) - HINT Inc., maker of all natural, great tasting essence water, is proud to announce a major promotional tie-in with the upcoming Warner Bros.’ release “Yogi Bear.” HINT Water (booth #5042) will debut samples of the co-branded bottles, featuring the characters Yogi Bear and Boo-Boo, at the 2010 Fancy Food Show in New York City June 27-29th.

HINT is developing creative retail programs to share with key retail partners nationwide to feature the limited edition bottle from November 1, 2010 to January 15, 2011. Programming will run in select accounts to coincide with the nationwide release of the film on December 17, 2010, and this promotion marks the sixth movie tie-in for the HINT brand.

“HINT is honored to be associated with such a timeless character like Yogi Bear. The movie will evoke nostalgic memories for parents and is sure to spark interest in today’s younger generation as well,” says founder and CEO Kara Goldin. “We look forward to previewing the sharp packaging at the Fancy Food and creating a buzz for the launch later this year.”

The HINT team will create a multi-platform marketing campaign to promote the bottle including advance screenings, viral campaigns, field marketing and more.

“Yogi Bear,” the movie, based on characters created by the Hanna-Barbera television series, will follow the adventures of one of America’s most beloved cartoon characters, Yogi Bear, and his pal Boo Boo as they join forces with their old nemesis Ranger Smith to save Jellystone Park from closing forever. It will star Dan Aykroyd, Justin Timberlake, Anna Faris, Tom Cavanagh, TJ Miller and Andrew Daly.

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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