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HINT•PREVIEWS HINT FIZZ AT 2011 FANCY FOOD SHOW

Leading Unsweetened Essence Water Offers a HINT of New Product to Come

San Francisco, CA (January 17, 2011) – HINT Inc., maker of all natural, great tasting essence water, will preview HINT Fizz at the 2011 Winter Fancy Food Show. The HINT team will be on hand at booth #1078 to sample Blackberry and Watermelon HINT Fizz flavors which officially hit store shelves later this year. The light carbonation in HINT Fizz delivers what consumers need in order to ditch the sodas and vow to Drink Water, Not Sugar!

Like the original HINT Water, HINT Fizz will offer a refreshing, unsweetened, no calorie essence water that is a simple part of a healthy lifestyle. While flavored seltzers and sparkling waters have been around for decades, Hint Fizz takes a very different approach by placing its award-winning flavors front and center.

“There is nothing like HINT Fizz on the market,” said Kara Goldin, CEO of HINT Water. “As both a mom and the founder of HINT I’m always looking for new products that are healthy and hydrating while not compromising on flavor. It was exciting to hear that in early tests, consumers told us ‘This is not carbonated water with flavor, it’s Hint with bubbles.’”

HINT saw 100 percent growth in sales in 2010 in its core product line and HINT Fizz will allow for the brand to expand to a whole new customer base. HINT was also named BevNet’s Best New Enhanced Water and Best Flavored Water by Self Magazine and Good Housekeeping Magazine in 2010. Building on their success, HINT also plans to launch new retail programs and increase distribution across the country in 2011.

The Winter Fancy Food Show is hosted by The National Association for the Specialty Food Trade. It will be taking place from January 16th-18th at the Moscone Center in San Francisco, Calif., and is the premier marketplace for specialty food where retailers, restaurateurs, distributors and others discover innovative, new food and beverage products.

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. More information is also available at www.facebook.com/drinkhint.

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