

## FOR IMMEDIATE RELEASE



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### HINT• WATER HITZ THE ROAD AT SHEETZ

Leading Unsweetened Essence Water Moves into 365 Stores

**San Francisco, CA (May 17, 2010)** – HINT Inc., maker of all-natural essence water, is announcing the launch of HINT Water in more than 365 Sheetz locations throughout the US. With zero calories and zero sugar, HINT Water offers a refreshing option for those who crave something that tastes great and is not sweet! Hint has received an overwhelming amount of positive feedback from consumers thus far and plans to roll out into all locations by Mid-May.

Sheetz, one of America's fastest growing family-owned and operated convenience store chains will carry HINT Water's top six SKUs: Blackberry, Watermelon, Pomegranate-Tangerine, Mango-Grapefruit, Raspberry-Lime and Strawberry-Kiwi. The HINT brand feels that their recently updated label has contributed to fast success in Sheetz stores, as the new label was designed to catch the consumers' eye while offering increased focus on the brand's pure ingredients proposition. Since HINT's increased distribution, the new labels have become a crucial part in increasing sales and brand recognition.

"HINT is continuously looking to reach a wide range of consumers and we look forward to working together to offer everyone from soccer moms to commuters a delicious and healthy option," says Kara Goldin, CEO of HINT Inc. "This is HINT's first venture into the convenience channel and we are thrilled to begin this relationship with Sheetz."

Stepping away from the traditional items, convenience stores have embraced healthy alternatives and natural products like HINT to meet the demands of their customers.

"We are excited to bring HINT Water into our stores just in time for summer tourist season," said Josh Campbell Beverage/GM Sales Manager of Sheetz. "It is so important to offer our consumers healthy options to stay hydrated as they hit the road and we know that HINT will be a great addition to our shelves."

Touted as Best Flavored Water by CSP Magazine in 2009 and other popular consumer and trade publications, HINT Essence Water is light, refreshing and never sweet.

Please visit [www.drinkhint.com](http://www.drinkhint.com) to find your local retailer.

#### **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](http://www.drinkhint.com).

#### **About Sheetz:**

Established in 1952 in Altoona, Pennsylvania, Sheetz, Inc. is one of America's fastest growing family-owned and operated convenience store chains, with more than \$3.4 billion in revenue for 2009 and more than 13,000 employees. The company operates more than 360 convenience locations throughout Pennsylvania, West Virginia, Maryland, Virginia, Ohio and North Carolina. Sheetz provides an award-winning menu of MTO®

subs, sandwiches and salads, which are ordered through unique touch-screen order point terminals. Sheetz has ranked for seven consecutive years on the list of Best Places to Work in Pennsylvania. All Sheetz convenience stores are open 24 hours a day, 365 days a year. For more information, visit [www.sheetz.com](http://www.sheetz.com).

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