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hint[®]
DRINK WATER, NOT SUGAR[®]



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**HINT ESSENCE WATER KICKS OFF THE SUMMER SEASON AT THE 2009
SUMMER FANCY FOOD SHOW**

*Leading Natural Flavored Water Brand Gains Momentum in 2009 with New Partnerships
and Awards*

San Francisco, CA (June 2009) – HINT Essence Water will be present at the 2009 Summer Fancy Food Show taking place from June 28th - 30th in New York City. HINT has been riding a wave of success in 2009 with an exclusive partnership with Women's Professional Soccer and receiving the honor of Best Flavored Water by *Men's Health* Magazine. HINT will be on-hand at booth #4631 to share and spread the word on their brand's natural flavoring and how HINT has become the heart of a healthy lifestyle.

Earlier this year, HINT announced their exclusive partnership with Women's Professional Soccer for their inaugural season. The deal makes HINT available to players on and off the field and includes a variety of television-view branding opportunities, a sponsored award at the end of the season, and on-site and off-site activation. In addition, HINT celebrated the honor of being named Best Flavored Water in the June issue of *Men's Health*, establishing them as a leader in their category and beating out sugary beverages on the market.

"We are off to a great start this year with new exciting partnerships and we look forward to our continued success in 2009," says founder and CEO of HINT Inc. Kara Goldin. "Fancy Food Show is a great chance to meet other companies, share ideas and see the new trends in food and beverages."

The 2009 Summer Fancy Food Show is hosted by The National Association for the Specialty Food Trade. It will be taking place at the Jacob Javits Center in New York, NY, and is the premier marketplace for specialty food where retailers, restaurateurs, distributors and others discover innovative, new food and beverage products.

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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