

FOR IMMEDIATE RELEASE

**hint**<sup>®</sup>  
DRINK WATER, NOT SUGAR<sup>®</sup>



Press Contacts:  
Annette Dallavalle  
Jamie Evans  
5W Public Relations  
Tel: (212) 999-5585  
[adallavalle@5wpr.com](mailto:adallavalle@5wpr.com)  
[jevans@5wpr.com](mailto:jevans@5wpr.com)

## HINT ESSENCE WATER TO BE EXCLUSIVE SPONSOR OF SLAMDANCE FILM FESTIVAL 2009

**San Francisco, CA (January, 2009)** – HINT Essence Water will be the exclusive water sponsor for the 2009 Slamdance Film Festival in Park City, Utah from January 15-23<sup>rd</sup>. HINT will be on hand at all of the festivities including the Festival Launch Party, Festival Kick Off Event, Opening Night Red Carpet, Festival Happy Hours and Movie Screenings, surrounding the excitement of the annual Sundance Film Festival.

“It is truly an honor to be the exclusive water sponsor for this amazing event,” said founder and CEO of HINT Inc. Kara Goldin. “HINT is an up and comer in the beverage industry which makes us a perfect fit for the Slamdance Festival which highlights the new standouts in the entertainment world.”

In addition to the main events of the festival, HINT Essence Water will be provided complimentary to all attendees throughout the festival through distribution in the Slamdance lobby and box office, screening rooms, offices, and during the day in the Filmmaker Lounge.

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<sup>®</sup> is the brainchild of Kara Goldin, a San Francisco mother of four who was seeking a simply delicious, calorie-free beverage to give her family. Her simple solution – creating an essence water that is at the heart of a healthy lifestyle<sup>™</sup>. Launched in 2005, she developed Hint in response to the growing wall of sugary juices and sodas. Hint 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, with seasonal fan favorites

appearing from time to time. 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](http://www.drinkhint.com).

# # #