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HINT TO KIDS: GREAT TASTE DOESN'T HAVE TO BE SWEET

Leading Essence Water Fights Sugar Addiction / Childhood Obesity on Long Island

San Francisco, CA (February 2010) – HINT Inc., maker of all-natural, great tasting unsweetened essence water announces its availability in Long Island schools, replacing soda and other sugary beverages. HINT's unique ability to bring a healthy and delicious drink without tasting sweet is an accomplishment that most brands do not achieve with young people. The company has made similar strides in California, Massachusetts, Connecticut and North Carolina. HINT's state-by-state initiative is a major component in the fight against childhood obesity and is very significant to the First Lady's "Let's Move" campaign.

Founded by mother of four, Kara Goldin, HINT Essence Water is the healthy alternative to sugary beverages that are heavily marketed to kids. Kara brought HINT to the marketplace as a no-sugar, zero-calorie solution for moms wanting to eliminate soda and other junk-filled drinks from their family's diet." It's also a perfect option for kids who find the taste of plain water to be boring. HINT infuses the essence of popular fruits into pure water but leaves the sugar behind, to make water taste better, not sweeter.

"HINT's goal has always been to offer families a tasty but healthy option in the supermarket and now in schools," says founder and CEO of HINT Inc. Kara Goldin. "Cafeteria administrators love that we deliver on the promise of offering a great beverage without all the junk."

HINT has successfully been placed in the school districts of Great Neck, Bayshore, Levittown, Roslyn, Islip, Freeport, Smithtown, Connetquot, Carle Place, Plainedge and Herricks. HINT plans to continue the rollout across the United States.

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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