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**HINT ESSENCE WATER NAMED “BEST FLAVORED WATER” BY *MEN’S HEALTH* MAGAZINE**

*Men’s Health Magazine Announces “125 Best Food for Men” Honoring the Best in Each Category*

**San Francisco, CA (May 2009)** – HINT Essence Water has been named the winner of “Best Flavored Water” by *Men’s Health* Magazine in the June 2009 issue featuring the “125 Best Food for Men”. Each year, *Men’s Health*, which is dedicated to showing men the practical and positive actions that can improve their lives, releases the list of must have food items for men within categories such as Best Flavored Yogurt, Best Soup and Best Peanut Butter.

“We are honored to be selected as the Best Flavored Water for 2009 by Men’s Health,” said HINT’s founder and CEO Kara Goldin. “Men’s Health is the go-to for all important health and fitness news and it is exciting to see that the focus is finally being shifted from sugar filled beverages to healthy alternatives.”

Launched in 2005, HINT Essence Water is pure water, infused with all-natural essences and extracts. As a flood of energy drinks and functional beverages blanket the market with reinvented sodas and fruit punches, HINT arrived 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.

Winners of the categories were selected by first comparing the nutrition labels of competing brands in each category. Bonus points were given to those products with more protein and fiber, and less added sugar and sodium. Once the editors pared their choices down, they matched them in a head-to-head taste test to determine the victor. As for draws, the nod went to the product with the fewest ingredients.

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

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