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### **HINT ESSENCE WATER “TRANSFORMS” THEIR BOTTLE WITH DISNEY’S “THE PRINCESS AND THE FROG”**

*HINT Creates Special Edition Bottle to Celebrate Walt Disney Animation Studios’s Newest Animated Comedy*

**San Francisco, CA (November 9, 2009)** - HINT Inc., maker of all-natural, great tasting essence water, has announced its fifth major promotional tie-in with a feature film from Disney, “The Princess and the Frog.” The modern twist on the classic tale hits theaters nationwide Dec. 11, 2009, and HINT is fostering this excitement through its newly fashioned bottle, available at select retailers in key markets beginning November 11<sup>th</sup>.

HINT Essence Water, which appeals to families looking for healthy choices, has created a special version of their popular Blackberry flavor. The bottle will feature characters from the Disney film. The promotional bottle will be available at select fine grocery stores and retailers.

HINT will also be conducting an online promotion on their website ([www.drinkhint.com](http://www.drinkhint.com)) where consumers can enter for a chance to win free tickets to the movie from November 11<sup>th</sup> through December 28<sup>th</sup>. One winner will be announced each day and be rewarded with two tickets to see the film at their local theatre.

“The collaboration between HINT and Disney is a perfect match. HINT Water is constantly growing and appeals to parents and children. We are always looking for new opportunities and going down new and exciting paths to expand our brand to health conscience families nationwide,” says founder and CEO Kara Goldin. “We are honored to have the opportunity to work with Disney again, as their positive messaging and focus on family and children are extremely important to the HINT brand.”

Disney’s “The Princess and the Frog” is an animated comedy set in the great city of New Orleans. From the creators of “The Little Mermaid” and “Aladdin” comes a modern twist on a classic tale, featuring a beautiful girl named Tiana, a frog prince who desperately wants to be human again, and a fateful kiss that leads them both on a hilarious adventure through the mystical bayous of Louisiana. “The Princess and the Frog” hits theatres nationwide on December 11, 2009.

#### **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).

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