

## **PURE COOL, A DELICIOUS COOL WATER TASTE SENSATION, EXHIBITS AT NATURAL PRODUCTS EXPO WEST, ANAHEIM, CA.**

Pioneering a new cool water category, Watermark continues its aggressive market expansion of PURE COOL, a deliciously cool taste sensation never before experienced in a water beverage. The unique, all natural, patent-pending PURE COOL delivers all the purity and hydration of pure water as a truly delicious and thirst-quenching drink with zero calories, zero sugar, zero fructose, zero corn syrup, zero artificial sweeteners and zero preservatives. Consumers can have both health and rewarding indulgence.

More than a drink, PURE COOL is an experience & ..socially cool, fun and edgy, PURE COOL is the water to consume.. The tagline, *How PURE is your cool?* prompts consumers to question whether the array of flavored or enhanced (so-called) waters in the market place are truly water or just another fructose, calorie-laden and/or artificially sweetened beverage. Additionally, the tagline, *What s your cool?* signifies the limitless possibilities to deliver the perception of social, cultural, geographic or seasonal coolness. Whatever your cool is, there is a PURE COOL for you! And the more provocative, edgy tagline, *Are you PURE enough?* is in the works. These unique product attributes and aspirational lifestyle positioning catapult PURE COOL beyond flavored water as this category exists today.

PURE COOL is available in two still varieties, Triple Chill and Tropical Tiki, (16 oz PET) and two sparkling, Mojo Cool and Pear Ginger-Ice (12 oz glass) For those primarily targeting avoidance of sugar, fructose, or artificial sweetener or hot health issues such as childhood and adult obesity, and diabetes, PURE COOL is just the ticket. An excellent review on WeightWatchers.com has elicited consumer requests nationwide.

**Additionally, a “very cool” and fun aspect of PURE COOL** is that it can be mixed with distilled spirits to prepare, hydrating, lower-calorie cocktails. Add rum to Tropical Tiki for a piña colada minus the 500 calories, sugar and fat likewise Mojo Cool& adding rum makes a refreshing mojito. Try Pear Ginger instead of tonic water with gin or vodka; Triple Chill makes a tasty martini. PURE COOL is also an alternative non-alcoholic choice, formerly limited to club soda, cola and bottled water. These unique features provide purchase incentive for every season and holiday, making PURE COOL a year-round winner.

PURE COOL exhibits at Expo West, immediately after exceptional response at the the American Wholesale Marketers Association REAL DEAL Expo and Catersource in Las Vegas last month. Kicking off the new year, PURE COOL was chosen as the exclusive liquid refreshment for the bar at Access Hollywood's Golden Globe gift lounge. A favorite among the celebrities, PURE COOL claimed its fame on a TV segment of Access Hollywood. The stars enjoyed both PURE COOL cocktails and mocktails, and were astonished that a water product that tasted so good, could be so good for you, Many made no hesitation to contact Watermark and redeem their gift certificate. Although a relatively new entry, PURE COOL has built significant market recognition and presence with distribution in New York, New Jersey, Pennsylvania, Chicago, Minneapolis and St. Paul, and southern California

For additional information please see [www.drinkPURECOOL.com](http://www.drinkPURECOOL.com) or contact [pattiannkelly@drinkPURECOOL.com](mailto:pattiannkelly@drinkPURECOOL.com)

