

**PURE COOL MAKES A SPLASH AT STAR-STUDED ACCESS
HOLLYWOOD/"STUFF YOU MUST..." GOLDEN GLOBES GIFT LOUNGE**

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Hollywood stars such as Chandra Wilson of *Grey's Anatomy*, *American Idol*'s Katharine McPhee, Tony Plana and Mark Indelicato of *Ugly Betty*, and *Gossip Girl*'s Penn Badgley came out to help raise \$100,000 for *Best Buddies & Lollipop Theatre Network*, while enjoying the delicious, cool taste of PURE COOL water at the *Access Hollywood/"Stuff You Must..."* Golden Globes gifting lounge.

Entertainment news giant *Access Hollywood* joined forces with *On 3 Productions* to include an important charitable component to the celebrity gifting lounge, of which PURE COOL was a proud sponsor, providing guests with a 3-month supply of PURE COOL. The event made significant contributions to Nancy O'Dell's *Best Buddies* and Billy Bush's *Lollipop Theatre Network*, organizations that assist people with intellectual disabilities and children with life-threatening illnesses.

The stars and media in attendance raved about PURE COOL, agreeing that it goes beyond the usual "flavored" water in taste, purity and hydration. PURE COOL fit right in at this "cool," hip event, just like the celebrities who were lining up to enjoy it. Many were astonished to learn that PURE COOL, with zero calories, zero sugar, zero fructose, zero artificial sweeteners and zero preservatives, could be this healthy and yet still taste so good, so deliciously indulgent! It appeared unanimous that the taste of the patent-pending flavor blends including Triple Chill, Tropical Tiki, Mojo Cool and Pear Ginger-Ice was something no one had ever tasted before. *The Biggest Loser*'s Alison Sweeney agreed that it would be a terrific product for the show (given that childhood/adult obesity and diabetes are at an all-time high, she was right on the money), while *Dancing With the Stars*' Bruno Tonioli enthused that it could be just the thing to keep his dancers hydrated.

All were equally amazed when PURE COOL was mixed with distilled spirits to prepare hydrating, lower calorie cocktails. Rum was added to Tropical Tiki to prepare a piña colada—minus the usual 600 calories, sugar and fat—likewise Mojo Cool... added rum made a refreshing, authentic mojito. Pear-Ginger replaced tonic water with gin or vodka. As trays of Triple Chill martinis were continually replenished, it was obvious to all that the PURE COOL cocktails were a big hit! And those not indulging in spirits found PURE COOL to be a non-alcoholic choice that was certainly more fun, edgy and "cool" than the usual boring club soda, cola and bottled water.

The celebrities were eager to take advantage of their complimentary 3-month supply of PURE COOL... Eric King and Julie Benz of *Dexter*, Ryan Devlin of *Big Shots* and Shoshona Bean of Broadway's *Wicked* requested theirs right away, and Maria Menounos of *Access Hollywood* was sent plenty of PURE COOL to share with her colleagues, Billy Bush and Nancy O'Dell.

For additional information, please see www.drinkPURECOOL.com or contact pattiannkelly@drinkPURECOOL.com. Photos from the event are attached.