

PURE COOL, A DELICIOUS COOL WATER TASTE SENSATION, TO EXHIBIT AT AWMA REAL DEAL EXPO AND CATERSOURCE IN FEBRUARY, LAS VEGAS

PURE COOL will kick off the new year by exhibiting at the American Wholesale Marketers Association REAL DEAL Expo (February 21 & 22) and Catersource (February 26 & 27) in Las Vegas. A relatively new entry into the enhanced water category, PURE COOL has built significant presence by exhibiting at NACS in Atlanta, the International Fancy Food Show and Cook.Eat.Drink.Live in New York City. Distribution in Acme Supermarkets in four states, SuperValu Jewel stores in the Chicago area, and specialty stores in the Hamptons has further enhanced brand recognition and shelf presence.

Watermark has pioneered a new cool water category: a delicious water with a cool taste sensation. More than a drink, it's an experience... socially and culturally "cool," and fun, edgy and deliciously cool-tasting. PURE COOL goes beyond "flavored" water.

Media reaction has been impressive: an excellent review on WeightWatchers.com has elicited consumer requests nationwide.

PURE COOL is truly unique... a full-flavor, cool water with zero calories, sugar, fructose, corn syrup, artificial sweeteners and preservatives. With patent-pending natural flavor blends, PURE COOL delivers purity and hydration in two still (Triple Chill, Tropical Tiki) and two sparkling (Mojo Cool, Pear Ginger-Ice) varieties. Its nutritional profile targets hot health issues such as childhood and adult obesity, and diabetes.

PURE COOL can be mixed with distilled spirits for healthy, 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 holidaymaking PURE COOL a year-round winner.

Positioned beyond "flavored" water, PURE COOL is an aspirational lifestyle experience... "the" drink to consume. 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 a more provocative tagline, "Are you PURE enough?" is in the works.

For additional information please see www.drinkPURECOOL.com or contact pattiannkelly@drinkPURECOOL.com.