

# ENJOY THE REFRESHING NEW WEBSITE OF redleaf®

## THE WORLD'S MOST ENVIRONMENTALLY FRIENDLY, ULTRA-PREMIUM BOTTLED WATER TURNS A NEW LEAF WITH THE LAUNCH OF ITS REVITALIZING WEBSITE

Los Angeles, 11 January 2010 – redleaf®, the world's most environmentally friendly, ultra-premium bottled water officially launches its new website ([www.redleafwater.com](http://www.redleafwater.com)) today. The ultra-purified, oxygenated and mineral rich water bottled in BPA-free and 100% recyclable plastic material, currently available across Canada, introduces the new website in preparation for making its mark in the U.S. early this year.

The new website, designed by Puremedia ([www.puremedia.com](http://www.puremedia.com)), features information about the company, the water and the patented production process in addition to news; events; where to purchase and links to redleaf's Twitter and Facebook pages.

redleaf's mission is simple: to produce and distribute bottled water that is good for people and good for the earth. The new redleaf website gives details on how the company's protected purification process makes redleaf North America's only ultra-premium bottled water:

- Sourced from an artesian aquifer deep in the Canadian Rockies redleaf is purified; not sterilized;
- Bottled direct at the source; not trucked to a bottling plant in ozone cleaned tanks;
- Process retains natural minerals—not re-mineralized after being unnaturally stripped away;
- No human hands touch redleaf from source to transport; competitors have a less than complete automation of production; and,
- The redleaf production facility is steam sterilized; competitors use various chemicals for sterilization throughout their process.

In keeping true to its mission to be the world's most environmentally friendly bottled water, redleaf® is bottled and shipped from a North American source; thereby, greatly reducing its carbon footprint. In addition, the company's business practices are sustainable and earth friendly.

The company has a 1:1 bottling ratio to ensure no water is wasted; surpassing the bottled water industry average of 6:1. Inside the earth-friendly bottling facility, an air driven line + blower is used. Recycled heat/air condition maintain facility temperature, and the plant is steam sterilized; meaning no chemicals are needed to clean the facility. The bottles are shipped using electric fork lifts on recyclable pallets. The company recycles waste products in the factory and provides recycled materials into local community.

redleaf believes in making the world a better place, one sip at a time.

About redleaf®:

redleaf® is the world's most environmentally friendly, ultra-premium bottled water superior in content, taste and purity. Bottled direct from an artesian aquifer nestled among the Canadian Rockies, redleaf® retains naturally-occurring minerals and vital oxygen that enhance the body's ability to re-hydrate in a more balanced and natural way. The company's patented, state-of-the-art technology uses a 1:1 filtration process; meaning no water is wasted in the production process. redleaf® produces and distributes bottled water that is good for people as well as for the earth and is available across North America.

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TURN OVER A NEW LEAF: DRINK redleaf®

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