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Contact: Nick Ammazzalorso
nammazzalorso@leaderenterprises.com
(310) 318-4566

Thirsty Musicians Snatch Two Pallets of redleaf Following Colorado Country Music Expo

Company Says It's Proud to "Support the Arts" and Will Offer a Year's Supply of Water to A Country Artist Who Can Write a Great Song that Includes redleaf WATER

CHILLIWACK, British Columbia – July 15, 2010 – The phrase "starving artists" is well known. Musicians attending the RW Colorado Music Expo & Fan Fair in Colorado Springs have given birth to a new phrase; "thirsty musicians," as they made off with two pallets (nearly \$1,000 worth) of donated redleaf, North America's only Ultra-Premium bottled water, following the event.

Instead of pressing charges, the company is hoping to put these and all other enterprising musicians up to the task by issuing a challenge to write lyrics including "redleaf Water". The company is pledging a year's supply of water for the best song.

"Country musicians are some of the best lyricists on the planet," said **Dave Hillis**, redleaf Chief Operating Officer. "So we are hoping these enterprising musicians can write and perform a great song that includes our product and share it with us on our facebook page. In exchange, we are happy to donate a year's supply of water to the winner."

redleaf was an official sponsor for the event, which drew fans and participants to Colorado Springs. Following the event, redleaf sent a local trucking company to pick up four remaining pallets of the water from the Expo Center. When the trucks arrived, they were only able to find two. Event organizers confirmed that several of the musicians had taken the water following the event on Sunday.

"I love country music and I know country musicians can create magic out of nearly any subject, so why not water," said **Hillis**. "It will be a small price to pay if one of these talented individuals can capture redleaf in a great song."

redleaf starts as great water from an artesian aquifer in Chilliwack, British Columbia, and is made even better through a proprietary purification and bottling process. The water's high oxygen content and high pH of 8.3 have been known to have several health benefits for the drinker, including increasing alertness, hydration and stamina – all of which are crucial to musicians.

The RW Colorado Country Music Expo & Fan Fair was just one of many local event sponsorships in the Mountain-West region of the United States that redleaf has planned in 2010. For a complete list of events scheduled, please visit www.redleafwater.com or www.facebook.com/redleaf.ultrapremium.

About redleaf water

redleaf is North America's only ultra-premium bottled water. It starts with great water from a naturally renewable source in the Canadian Rockies, and is made better through a state-of-the-art purification and bottling process, that is the industry's most advanced and the best way to improve on the Earth's own natural process for making

great tasting, healthy water. It is available in locations throughout the Mountain West region of the United States, including 108 Albertsons LLC stores.

For more information, please visit redleafwater.com.

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