

FOR IMMEDIATE RELEASE

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**IN AN ATTEMPT TO BEAT THE SUMMER HEAT, redleaf WATER AND ALBERTSONS LLC LAUNCH FIRST-
EVER “SKI ON IT THIS YEAR, DRINK IT NEXT YEAR” SWEEPSTAKES IN NINE STATES**

Grand Prize Winner To Take Home Ski Vacation For Two in Whistler;

100 First Prize Winners Will Each Win \$50 Albertsons Gift Cards

CHILLIWACK, British Columbia – June 15, 2010 – As an escape from the intense summer heat that has already attacked the Mountain-West region of the United States, redleaf, North America's only ultra-premium bottled water, is joining forces with Albertsons LLC to launch their first-ever “Ski on it This Year, Drink it Next Year” Sweepstakes online at redleafskisweeps.com, the company announced today. The contest begins immediately and continues through September 21.

The grand prize winner will receive a five-day, four-night trip for two in world-renowned Whistler, British Columbia, including round-trip airfare, deluxe hotel accommodations, three-day ski passes, spa treatments and a redleaf prize pack, valued at \$5,000.

In addition, 100 Albertsons gift cards, each with a value of \$50, will be given away as first prizes. One person per day throughout the contest will be chosen at random from the entries submitted on the website to receive a gift card.

“We are thrilled to be able to offer this once-in-a-lifetime opportunity to redleaf drinkers in the United States,” said redleaf CEO Dave Hillis. “Whistler, like redleaf, is truly one of Canada’s national treasures and we can’t wait to share it with one lucky American and their guest.”

To complement the sweepstakes, redleaf will be sampling water at Albertsons LLC locations throughout Arizona, Colorado, Idaho, Kansas, Nevada, New Mexico, Texas, Wyoming and Utah, beginning in early July and concluding in September.

A list of the store sampling events will be available at redleafwater.com.

What Sets redleaf apart

Ancient glacial ice, coastal rain water and snow packs melt and descend deep into the earth, passing through sand and rock and emerge in an aquifer located just under the redleaf bottling facility. From there, the redleaf UV purification process allows the water to be bottled at the source without ever being touched by human hands.

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redleaf water provides superior taste and nutrition, without the waste. By those standards, redleaf water is truly the only ultra-premium bottled water worthy of the bottle it comes in. redleaf's bottling facility boasts an impressive "emissions friendly" record, which means its carbon footprint is non-existent. Redleaf is transported in refrigerated, bio-fuel trucks in another effort to minimize the brand's impact on the environment.

Furthermore, recycled heat and air conditioning maintain facility temperature, and the plant is steam sterilized; meaning no chemicals are needed to clean the facility. redleaf bottles are made of PET (Polyethylene Terephthalate) plastic that is 25% recycled. The bottle, cap and shrink wrap are 100% recyclable. redleaf uses earth-friendly ink on its packaging and a laser etched expiration date that requires no ink use, thereby making recycling easier.

Additionally, the bottles are shipped using electric forklifts on recyclable pallets. Waste products are recycled in the factory. In communities where redleaf has events, the company places marked bins and provides crews whenever possible to ensure used redleaf bottles are properly recycled.

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 at 108 select Albertsons LLC stores in Arizona, Colorado, Idaho, Kansas, Nevada, New Mexico, Texas, Wyoming and Utah.

For more information, please visit redleafwater.com.

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