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**redleaf WATER AND ALBERTSONS LLC ANNOUNCE GRAND PRIZE WINNER OF THE  
“SKI ON IT THIS YEAR, DRINK IT NEXT YEAR” SWEEPSTAKES**

*Austin, Texas-based Grand Prize Winner receives Ski Vacation Package in Whistler, including VIP passes to Cornucopia, Whistler’s Celebration of Wine and Food*

**CHILLIWACK, British Columbia – November 3, 2010** – redleaf Water, North America’s Ultra-Premium Bottled Water, today announced Nancy Tassin of Austin, Texas as the grand prize winner of its first “Ski on it This Year, Drink it Next Year” Sweepstakes. The sweepstakes, which ran from June 15 to September 21 received more 41,200 entries.

As the grand prize winner, Tassin 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. Tassin will also be treated to VIP passes to Cornucopia, Whistler’s Celebration of Wine and Food.

“This is an amazing opportunity to see and experience Canada’s natural beauty and appreciate the value of our natural resources,” said Nancy Tassin.

In June, redleaf Water and Albertsons LLC joined forces to launch the “Ski on it This Year, Drink it Next Year” sweepstakes to provide an escape from the intense summer heat in the Mountain-West region of the United States. The sweepstakes was open to residents of Arizona, Colorado, Idaho, Kansas, Nevada, New Mexico, Texas, Wyoming and Utah. To enter, redleaf enthusiasts were asked to visit the redleaf Water website, [www.redleafwater.com](http://www.redleafwater.com), and fill out an online form. To complement the sweepstakes, redleaf sampled water at Albertsons locations throughout the Mountain-West region.

“We are proud to be introducing Ms. Tassin to one of Canada’s national treasures,” said redleaf CEO Dave Hillis. “Thank you to Albertsons and all of our partners, as well as our valued customers who participated in our first sweepstakes. We look forward to continue sharing redleaf Water with our loyal customers and introducing ourselves to new markets throughout the United States.”

In addition to the grand prize, redleaf Water distributed \$50 Albertsons gift cards to 100 first place winners. Every day, throughout the sweepstakes, one winner was chosen at random from the entries submitted on the website.

Be the first to learn about future contest and promotions by following redleaf Water on Twitter (@[redleafwater](https://twitter.com/redleafwater)) and on Facebook ([www.facebook.com/redleaf.ultrapremium](http://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 more than 100 Albertsons LLC stores.

For more information, please visit [www.redleafwater.com](http://www.redleafwater.com).

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