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redleaf WATER PARTNERS WITH CRESCENT CROWN DISTRIBUTING FOR PRODUCT EXPANSION IN THE U.S. MARKET

CHILLIWACK, British Columbia – December 8, 2010 – redleaf Water, Canada’s Ultra-Premium Bottled Water, today announced an exclusive U.S. distribution agreement with Crescent Crown, one of America’s top 5 beer distributors. Crescent Crown will exclusively distribute redleaf Water in the “Convenience” and “Refrigerated” channels throughout metropolitan Phoenix.

Phoenix-based Crescent Crown Distributing services more than 5,500 retailers. The company brings a powerful distribution partner capable of taking Canada’s Ultra-Premium Bottled Water through doors it had not been able to previously enter.

“The Crescent Crown agreement provides redLeaf Water with an excellent opportunity to experience substantial market penetration in the United States,” said redleaf COO Dave Hillis. “We have not only partnered with one of the most influential beverage distributors in the U.S., but we have also aligned ourselves with a company who shares our passion for environmental sustainability.”

Earlier in the week, redleaf Water announced its plans to introduce “Guilt-Free, BIO BOTTLES”, representing the industry’s first biodegradable and recyclable water bottle. As part of the BIO BOTTLES program, redleaf will debut a new 1 liter bottle size that Crescent Crown will carry into the “Convenience” and “Refrigerated” channels.

Last year, Crescent Crown Distributing opened a 280,000-square-foot environmentally friendly distribution center in Surprise, Arizona and has recently begun using hybrid heavy-duty vehicles in its transportation fleet.

“We are excited to bring on redleaf Water as part of our product offering,” said James R. Moffett, Jr, President of Crescent Crown. “We needed an ultra-premium bottled water to support our other products. We were sold on the quality of the product and the commitment to reduced environmental impact through the BIO BOTTLES program. We believe our retailers and consumers will have similar reactions.”

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 increased alertness, hydration and stamina – all of which are crucial to athletes and sports fans alike.

About redleaf water

redleaf is North America's only Ultra-Premium Bottled Water. It starts with great water from a naturally renewable aquifer nestled close to coastal range mountains, 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.

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