



## **REDLEAF WATER NOW AVAILABLE IN MORE THAN 100 ALBERTSONS STORES IN THE UNITED STATES**

redleaf Ultra-Premium Bottled Water Makes U.S. Store Debut in Arizona, Colorado, New Mexico, Texas and Utah

CHILLIWACK, British Columbia – March 15, 2010 – redleaf, Canada’s ultra-premium bottled water, today announced that Albertsons is the first national U.S. grocer to offer redleaf water in its stores. redleaf water ([www.redleafwater.com](http://www.redleafwater.com)) will be sold at 105 Albertsons locations, including 43 in Arizona, 30 in New Mexico, 22 in Colorado, eight in Texas and two in Utah.

### **What Makes redleaf water Ultra-Premium**

#### Ultra-premium source:

- An artesian aquifer in the Canadian Rockies that is renewable and naturally replenished.

#### Ultra-premium for the body:

- No chemicals used in the bottling process or plant.
- Micro-oxygenated to boost alertness, energy and re-hydration.
- Magnetized which allows red blood cells to easily absorb oxygen.
- Filtered four times for ultra-purification and natural mineral retention.

#### Ultra-premium commitment to the earth:

- Bottled at the source in a state-of-the-art, eco-friendly bottling facility.
- 1:1 filtration process for no wasted water (most bottled waters are 6:1).
- The BPA-free bottle, cap and shrink wrap are 100% recyclable.
- Small carbon footprint – not shipped from overseas.

“redleaf is the bottled water that health- and eco-conscious consumers have been waiting for, and we’re excited that Albertsons has taken the U.S. lead in offering our ultra-premium water,” said Dave Hillis, chief operating officer, redleaf water. “We’ve produced a great-tasting water through a patented, chemical-free process that results in the most environmentally friendly bottled water in the world. We’re confident that shoppers will embrace redleaf once they discover the purity in each sip.”

redleaf is the official 2010 Spring Training water for the Los Angeles Angels of Anaheim, who play at Tempe Diablo Stadium, and the Oakland Athletics, who call Phoenix Municipal Stadium home. redleaf is

now available in Albertsons stores near the stadiums, including seven locations in Tucson, six in Phoenix, five in Scottsdale, three in Mesa and 22 more in nearby cities in Arizona.

Albertsons is part of SUPERVALU, the third-largest food retailing company in the United States. To find an Albertsons store, visit: <http://locator.albertsons.com>.

**About redleaf water**

redleaf, Canada's ultra-premium bottled water, is superior in content, taste and purity. redleaf's corporate mission is simple: produce and distribute bottled water that is good for people as well as good for the earth. Founded in 2008, redleaf's state-of-the-art, 75,000 square foot, earth-friendly bottling facility is built over the artesian aquifer at the base of the Canadian Rockies in Chilliwack, British Columbia. More information is available at [www.redleafwater.com](http://www.redleafwater.com). Fan redleaf on Facebook: <http://www.facebook.com/redleaf.ultrapremium> or follow on Twitter: [www.twitter.com/redleafwater](http://www.twitter.com/redleafwater)

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