

redleaf Water Named Preferred Water Supplier for the Calgary Flames and Saddledome

Ultra-Premium Canadian bottled water company signs multi-year contract; enters third year as exclusive team and venue water supplier

CHILLIWACK, British Columbia – October 4, 2010 – redleaf Water, Canada’s Ultra-Premium bottled water, today announced it has been named the preferred water supplier of NHL hockey team, the Calgary Flames, and the Saddledome in Calgary, Alberta, Canada. The 2010-2011 regular season, which hits the ice on October 7, marks redleaf Water’s third season as a water sponsor for the team and its venue and the beginning of a multi-year contract.

“redleaf Water is a natural fit within our organization,” said Jim Bagshaw, VP Marketing of the Calgary Flames Limited Partnership. “We’re proud to be supporting our fellow Canadians, while serving ultra-premium water to our players and fans.”

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.

“As entrepreneurs, our partnership with the Calgary Flames has been instrumental in our business growth and development over the years,” said Dave Hillis, redleaf Chief Operating Officer. “With our pure and premium water fueling the team and its fans, we look forward to another successful season on the ice.”

redleaf Water is the only water available for sale within the Saddledome and is also served to the Calgary Flames team during practice and on gameday. redleaf will have permanent signage on the visitor’s bench and advertising on the Power Ring, Score Clock and videoboard for all Calgary Flames and Calgary Hitmen (WHL) matchups, and will be named as the sponsor of the Scoring Summary public announcements at the end of each period.

redleaf water is available in select Shopper’s Drug Mart (SDM) stores throughout Canada and in more than 100 Albertsons stores throughout the United States.

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 redleafwater.com.