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Contact: Mike Iwamasa
miwamasa@leaderenterprises.com
(562) 546-6015 / (415) 412-9505

redleaf Water Partners With Good Earth Coffeehouse and Bakery To Become Exclusive Provider of Bottled Water

CHILLIWACK, British Columbia – February 8, 2011 – redleaf Water, Canada's Ultra-Premium bottled water, today announced its partnership with the Western Canada-based Good Earth Coffeehouse and Bakery to be its exclusive supplier of bottled water.

Good Earth Coffeehouse and Bakery, also known as Good Earth, has served exceptional coffee and wholesome food in Western Canada for nearly 20 years. Along with offering superior coffee and food, they have made environmental responsibility part of their mission since they opened their first location in 1991. From compostable cups and coffee grounds to wind powered facilities, the specialty coffeehouse has been doing their part to minimize waste and is continuing this tradition by selling the first biodegradable water bottle from redleaf Water.

“With redleaf’s new BIO BOTTLE, partnering with the fellow Canadian company that shares our commitment to reduce environmental impact is a natural fit within our organization,” said Nan Eskenazi, co-founder of Good Earth Coffeehouse and Bakery. “We are proud to be offering ultra-premium water, and look forward to working with redleaf on future environmentally friendly initiatives.”

Earlier this month, redleaf Water introduced its “Guilt-Free” BIO BOTTLES, representing the industry’s first biodegradable and recyclable water bottle. As part of the BIO BOTTLES program, redleaf debuted a new one-liter bottle along with its 500ML size that Good Earth will carry in all their locations.

“We are extremely excited to be partnering with Good Earth as they share our passion for environmental sustainability,” said redleaf COO Dave Hillis. “We have not only partnered with one Canada’s most influential coffeehouses, but we have also aligned ourselves with a company who shares our passion for reducing our impact on the environment.”

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 a healthy lifestyle. This along with their 1:1 bottling ration, which ensures that no water is wasted, makes redleaf one of the most earth friendly bottled water companies on the market.

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.

About Good Earth Coffeehouse and Bakery

Good Earth is a network of specialty coffeehouses with 28 locations throughout Alberta, British Columbia and Saskatchewan. With a reputation for excellence, the company sources the highest quality coffee and espresso through direct trade relationships with coffee farmers, purchasing Organic and Rainforest Alliance certified coffees where possible to ensure the best quality and most environmentally responsible coffees are chosen. Good Earth has focused on creating a unique experience for customers through the combination of a distinctive coffeehouse environment, a passion for good food and social and environmental responsibility. The Good Earth brand continues to expand through franchising while maintaining its unique position in the coffeehouse industry. www.goodearthcafes.com

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