

MEDIA ALERT * MEDIA ALERT * MEDIA ALERT *

**redleaf ULTRA-PREMIUM BOTTLED WATER IS
EXCLUSIVE WATER SERVED AT GRIDLOCK –
THE WEST COAST’S LARGEST RED CARPET
NEW YEAR’S EVE CELEBRATION AT
PARAMOUNT PICTURES STUDIO BACKLOT!**

WHO: Celebrity Hosts **Pamela Anderson** and **Shayne Lamas**; celebrity performers **Adam Lambert, Kevin Rudolf, Far East Movement, Dakota Lamas, QWES, Wonderland, T-Lopez,** and **Fanny Pack** from *America’s Best Dance Crew*; along with more than 5000 party goers get the exclusive opportunity to enjoy **redleaf** bottled water at the fifth annual NYE Event presented by Matthew Gavin Enterprises, TLK Fusion Entertainment, and Hollywood Studios International.

WHAT: **redleaf**, North America’s only Ultra-Premium bottled Water, is the exclusive water served at Gridlock 2009 NYE Event.

redleaf, the Ultra-Purified, oxygenated and mineral rich water bottled in BPA-free and 100% recyclable plastic, plans to officially launch in the U.S. early 2010.

WHERE: **Legendary Paramount Pictures Studio
Back Lot**
Hollywood, CA 90038

WHEN: **Thursday, December 31st 2009**
8:00 p.m. – 3:00 a.m.

redleaf ULTRA-PREMIUM BOTTLED WATER REFRESHED
CELEBRITIES & GUESTS ATTENDING GRIDLOCK – WEST COAST'S
LARGEST RED CARPET NEW YEAR'S EVE CELEBRATION AT
PARAMOUNT PICTURES BACKLOT

Los Angeles, 5 January 2010 – **redleaf**, North America's only ultra-premium bottled water was the official water supplier of Gridlock's 2009 New Year's Eve Celebration held at Paramount Pictures Backlot. More than 5000 guests and celebrities **Pamela Anderson, Adam Lambert, Pussy Cat Dolls' Melody Thornton**, and **Wonderland** among many others enjoyed **redleaf** bottled water on Thursday, December 31st 2009.

redleaf, North America's only Ultra-Premium bottled water, is ultra-purified, oxygenated and mineral rich water bottled in BPA-free and 100% recyclable plastic. **redleaf** plans to officially launch in the U.S. early 2010.

Matthew Gavin Enterprises, TLK Fusion, Hollywood Studios International, and Paramount Rocks hosted the 5th Annual "Gridlock New Year's Eve;" Hollywood's most elaborate New Years Eve Bash. This year's event boasted celebrity guests, a mind blowing Midnight Countdown and Fireworks Display. The event featured Headline performer, Adam Lambert and was hosted by Pamela Anderson. Additional live performances by Far East Movement, Wonderland, QWES, and Kevin Rudolf took place. More than 5000 guests attended the New Years Eve event that took place in the heart of Hollywood at its most historic film and television production studio lot at the world Famous Paramount Pictures Studio Lot.

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