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For: Wellness Enterprises, LLC

FOR IMMEDIATE RELEASE

BETTER THAN BOTTLED AND WITHOUT THE WASTE OR COST

- Launching nationally, the Wellness H2.O water bottle, a new portable water filtration and enhancement system, is better for you, for the environment and for your wallet -

GAINESVILLE, Fla. – Americans purchase, on average, more than 30 billion bottles of water each year. Of that, less than 14% are recycled and 26 billion bottles are sent to landfills, where they take 400 to 1,000 years to biodegrade, or to incinerators, where toxic chlorine gas and ash containing heavy metals are produced during incineration. In addition, consumers now pay more for bottled water than they do for milk or gasoline, and up to 5,000 times more than the cost of tap water.

To reduce the environmental and economic waste generated from the manufacture, purchase and disposal of bottled water and to provide portable access to better-than-bottled water from any tap, Wellness Enterprises launches its new water bottle filtration and enhancement system nationwide. Well-known and respected for their patented purification and enhancement technology, the company's new eco-friendly Wellness H2.O water bottle delivers water that is more hydrating and packed with antioxidants and minerals for optimal health, keeping you hydrated longer, increasing nutrient absorption and reducing free radical damage.

Using a patented micro-filtration cartridge infused with coconut shell carbon, the Wellness H2.O water bottle reduces chlorine, chloramines, Volatile Organic Compounds (VOCs), Trihalomethanes (THMs), odor, taste, and heavy metals by up to 99%.

Once harmful contaminants are filtered out, water then passes through Wellness Enterprises' signature enhancement media, including rare Japanese volcanic minerals with intrinsic therapeutic properties. Tenko-Seki, a ceramic layer that generates reduced ions, adds an antioxidant effect to the water to help fight free radical damage. Magnetite and magnets increase water solubility and drop surface tension, improving hydration, nutrient assimilation and waste

elimination. Bakuhan, the only stone certified by the Japanese Ministry of Health for its natural medicinal qualities, supports optimum circulation and promotes an alkaline state in the body. Taicho stone naturally inhibits the growth of harmful bacteria and fungus, and quartz adds soluble silica to the water and polishes the taste.

Better for you and better for the planet, the Wellness H2.O water bottle can replace more than 1,100 plastic water bottles per person, each year. Replacing throw-away bottles with the Wellness H2.O water bottle keeps thousands of plastic bottles from landfills and incinerators, eliminates greenhouse gas and toxic emissions from the manufacture of bottled water, conserves the energy and the natural resources required to keep the bottled water cycle moving. The re-useable bottle also saves each individual consumer up to \$1,000 that would normally be spent on bottled water. The Wellness H2.O water bottle is made from low-density polyethylene (LDPE, #4), a plastic that does not leach harmful plasticizers such as BPA, and used cartridges are repurposed for organic turf farming.

The Wellness H2.O water bottle is the first product of its kind, providing portable purification and enhancement for the highest quality water without the environmental waste or cost, putting an end to the bottled water cycle.

The retail price of the Wellness H2.O water bottle is \$49.95. For more information, please visit www.endbottledwater.com.

About Wellness Enterprises, LLC

Evoking the therapeutic effects of the world's best springs, Wellness Enterprises utilizes specialized minerals and water-enhancement properties to effectively reduce harmful contaminants in water up to 99% while introducing antioxidants and hydrating nutrients. Wellness Enterprises was created by Haru Naito, former coach of the Japanese Olympic swim team and consultant to the world's most famous athletes. Wellness Enterprises utilizes state-of-the-art filtering technology, a patented magnetic treatment and rare Japanese volcanic minerals to deliver the best water on earth. For more information, please visit www.WellnessFilter.com, www.WellnessShower.com or www.endbottledwater.com.

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EDITOR'S NOTE: For industry interviews, story development, and/or more information about the Wellness H2.O water bottle, please contact Pamela Wadler or Nancy Trent at (212) 966-0024.