



For Immediate Release

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Contact: Sandra Evans
Metromint PR
sandra.evans@metromint.com
www.metromint.com
415.979.0781x120

**METROMINT ANNOUNCES SPONSORSHIP OF US WOMEN'S
NATIONAL SOCCER TEAM PLAYER LINDSAY TARPLEY**
Soccer promotion slated for spring '08

SAN FRANCISCO, CA –Metromint (www.metromint.com), the all natural mintwater with the unique cooling sensation, is proud to announce the sponsorship of soccer star Lindsay Tarpley.

A forward for the US Women's National Soccer Team, Tarpley is a five-year veteran of the team, and an Olympic Soccer Gold Medalist. By age 21, "Tarp," as her teammates and friends know her, scored two of the most important goals in US Women's Soccer history. The first was a sudden-death overtime goal against Canada in the championship game of the 2002 FIFA U-19 World Championship to give the US a 1-0 victory. The second came against Brazil to help bring home a gold medal in the 2004 Olympics. This month, she and her teammates will compete in the 2007 FIFA Women's World Cup in China.

According to Scott Lowe, president of Metromint, "We are inspired by Lindsay's commitment to her sport and how she continues to give back to the community by holding soccer clinics for aspiring female youth soccer players. She's a great person who is genuine, and honestly interested in us and in our partnership. We sincerely wish Lindsay and the rest of the US Women's National Team the best of luck at the World Cup!"

Lowe also added, "As a tie-in to our sponsorship of amateur athletics, we are developing soccer-related retail promotions slated to roll-out next spring."

"I am a huge fan of Metromint and my two favorite flavors are Orangemint and Lemonmint. Working with a young brand like Metromint, which believes in soccer and women's sports allows us to grow together and share in our successes. Partnerships like this don't come around that often and drinking Metromint to stay hydrated made perfect sense."

In preparation for the 2007 FIFA Women's World Cup, Tarpley and her teammates have been playing in a send-off tour across the country. Recently, Lindsay scored her 17th career goal against Finland, a 4-0 victory. TEAM USA looks to capitalize on their 13-0-2 record in 2007 with a Women's World Cup Championship. Visit www.metromint.com/champions for a complete list of upcoming soccer events, Metromint promotions and news about Lindsay and the US Women's Soccer National Team.

About Metromint

Metromint is refreshment, simplified. Purified water meets all natural mint to satisfy your thirst, rejuvenate your body and revive your soul. That's it —no sweeteners, no calories, no preservatives.

Metromint doesn't just taste fresh, it feels fresh. Real mint stimulates the brain to open your

senses and send cooling sensations throughout your body—we call this The Chill Factor. And Metromint keeps your cells hydrated and happy so they (and you) can thrive.

The unique, natural benefits of Metromint now come in four vibrant varieties: Peppermint, Spearmint, Lemonmint, and Orangemint. Each variety of Metromint is designated with a numerical chill factor. From mildly cool Orangemint (-3) to super cool Peppermint (-9), the chill factor is a comparative scale that measures the range of minty refreshment. No matter which variety you choose, you'll experience all-natural refreshment. Take a sip, and chill.

Peppermint (-9)

Intensely exhilarating, immediately cooling. Peppermint comes on strong with a bold taste.

Spearmint (-6)

Sophisticated and subtle. Spearmint cajoles, refreshes, and gently enlivens the spirit.

Lemonmint (-4)

Lemonmint is surprisingly tangy and brisk. It has a bright and invigorating taste that awakens your senses.

Orangemint (-3)

Orangemint is pleasantly aromatic and mild. Drinking it evokes an orange grove in full bloom.

Metromint is the brainchild of Rio Miura and Scott Lowe. Born in Japan, with a background in product and fashion design, Miura conceived the recipe for Metromint and designed the packaging. Lowe, a Stanford graduate with a degree in International Relations, is responsible for product development and oversees operations. Together they run Soma Beverage Company, LLC, a small group dedicated to making great-tasting beverages that combine the purest ingredients with innovative packaging and extraordinary taste.

Metromint has single-handedly created a new beverage category called mintwater, which combines the properties of functional and flavored water. Metromint is also quickly gaining popularity in the enhanced, and premium bottled water categories.

Metromint continues to win accolades from national media including U.S. News & World Report, Real Simple, Self, The Today Show, and the Food Network. Metromint Peppermint was introduced at the New York Fancy Food Show in July 2004 and won a "Best of 2004" new product award from Bevnet.com. Metromint Spearmint was introduced in March 2006 at the Natural Products Expo West, won a Best New Beverage Award and received a 4-Star rating from BevNet. Metromint's new packaging series won a 2007 Communication Arts design award and will be featured in the November issue of Communication Arts Magazine Design Annual. Watch for Metromint on the Food Network's Unwrapped, airing in 2007.

Metromint Peppermint, Spearmint, Orangemint and Lemonmint are available in 500 ml PET bottles for \$1.39-\$1.69 (retail).

Metromint has a loyal following among discriminating consumers and is available in stores nationwide including Whole Foods Market, Wild Oats, Safeway Naturals and numerous other natural and specialty food outlets. For more information, visit www.metromint.com.