



For Immediate Release
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HYDRATION IS KEY TO MAINTAINING HEALTH DURING HOT SUMMER MONTHS

Mintwater provides alternative to optimize health

SAN FRANCISCO, CA – Nutrition and consumer health experts indicate that more dehydration occurs during the active summer season when seasonal temperature and physical activities increase. For most people, dehydration may be prevented by drinking sufficient amounts of water during the day – a practice, say experts, that most consumers still don't monitor until it's often too late.

"Dehydration is caused when the body loses too many fluids and there is not enough water in the system to restore balance," says Michele Thorne, Health & Wellness Director for San Francisco-based Metromint water, which recently announced the launch of Cherrymint, its sixth variety of refreshing mintwaters. "Water and electrolytes move freely in and out of the body's cells and are vital to maintaining optimal health," Thorne said.

Most nutritionists estimate the average adult requires 64 ounces of water per day. Especially during the hot summer months, they say it's important to:

- Drink sufficient amounts of water prior to events and outdoor activities
- Drink throughout the day – re-hydrating is more difficult when done all at once
- Don't rely on thirst as an indicator that it's time to drink more water

With zero sugar and no calories, Metromint combines the properties of both enhanced and flavored waters. Since launching just four years ago, it has deeply connected with a fan base that includes parents seeking unsweetened alternatives to keep kids hydrated.

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Engineered for refreshment, Metromint combines pure water and real mint, the brand's signature ingredient and the cornerstone to its unique and extraordinary taste.

"Dehydration can progress from mild to moderate to severe within hours, especially with children," Thorne said. She warned that parents need to remain particularly cognizant of their children's water intake during the summer months, avoiding caffeinated beverages, which actually deplete fluids from the body.

About Metromint

Metromint is a pure, natural and unsweetened mintwater produced and distributed by San Francisco-based Soma Beverage Company, LLC., an innovative brand leader widely recognized for pioneering the mintwater beverage category. Since launching in 2004 by founders Rio Miura and Scott Lowe, the original, award-winning mintwater has become one of the top 10 selling premium waters in the natural food sector.

A company that carefully balances science, through a state-of-the-art purification process – with nature, through its pesticide-free natural ingredients, Metromint combines the essences of peppermint, spearmint, lemon, orange, cocoa bean and cherry to produce a family of waters with no sweeteners, no preservatives and no calories.

Since its debut, Metromint has developed strong appeal with health and fitness avids and sports fanatics alike. In 2007, Metromint entered into a sponsorship agreement with Olympic soccer gold medalist, Lindsay Tarpley.

Metromint Peppermint, Spearmint, Lemonmint, Orangemint, Chocolatemint and Cherrymint varieties (\$1.39-\$1.69 suggested retail) are available in stores nationwide, including Whole Foods Market, Safeway and numerous natural and specialty food outlets. To discover more about Metromint, including its affiliations, available stores and locations, visit www.metromint.com.

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