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FOR IMMEDIATE RELEASE

**SOMA BEVERAGE COMPANY ESTABLISHES PRESENCE IN EUROPE WITH THE DEBUT OF
MIZZUMINT**

*Leading Beverage Manufacturer Introduces Award-Winning Premium Mintwater to New
International Audiences*

SAN FRANCISCO (July 19, 2011) — [Soma Beverage Company](#), leading beverage manufacturer and pioneer of the essence water and unsweetened flavored water categories, best known for its Metromint beverages, today announced the introduction of its award-winning line of all-natural purified waters infused with real mint at grocery and specialty retailers throughout Western Europe under the Mizzumint brand name. The company's signature line of mint-infused waters has become a top-selling, premium bottled water brand in the U.S., and now will be distributed in the United Kingdom and Ireland through Red Valley Sales and Distribution Ltd., Belgium, Netherlands and Luxembourg through A.B.I., and throughout Denmark and Sweden by Hansen & Co., according to Scott Lowe, president, Soma Beverage Company.

"This marks a significant milestone for Soma Beverage Company as we realize the goal of broadening our reach beyond the U.S. market and satisfying the refreshment needs for new consumers in Europe," said Lowe. "We have already been receiving positive feedback from our distributors and their customers abroad, and we are confident that this type of response will continue to resonate throughout that region and open the door to ongoing distribution opportunities in the near future."

Through these new distributor relationships, Mizzumint will be available to international consumers in five varieties – Peppermint, Spearmint, Chocolatemint, Orangemint and Lemonmint – at grocery stores, convenience stores and foodservice locations within the specified Western European regions.

"Mint is an important component of so many cultures around the world, so it has been exciting to introduce Mizzumint to consumers abroad," says Richard Crabill, International business development manager for Soma Beverage Company. "We have found that consumers in these markets have a very similar mindset to U.S. consumers when it comes to what they look for in natural products – pure, all-natural ingredients, clean tastes, and minimalist branding – all key characteristics of the Mizzumint line. This is a truly unique product that resonates with consumers beyond borders."

Mizzumint, an all-natural, purified water infused with real mint and pure flavor essence, is free of calories, preservatives and artificial sweeteners. For more information, please visit www.mizzumint.com.

About Soma Beverage Company

San Francisco-based Soma Beverage Company, LLC. is an innovative brand leader widely recognized for pioneering the unsweetened flavored water category. Since its introduction in 2004 by founders Rio Miura and Scott Lowe, its original, award-winning Metromint has become one of the top 10 selling premium bottled waters in the natural foods category.

An idea-driven company that carefully balances science with nature through its state-of-the-art purification process, Soma Beverage Company is widely known for combining pure ingredients, innovative packaging and extraordinary taste. Metromint and Metroelectro have an avid consumer fan base in the U.S. and Canada.

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