



For Immediate Release

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METROMINT COOLS DOWN LAS VEGAS AT THE NATIONAL ASSOCIATION OF CONVENIENCE STORES (NACS) SHOW OCTOBER 8 - 11th

SAN FRANCISCO, CA –Metromint (www.metromint.com), the all-natural mintwater company, with the natural cooling sensation only found in real mint, is exhibiting for the first time at the National Association of Convenience Stores (NACS) trade show in Las Vegas October 8 – 11th (booth 1974). The NACS Show attendance topped 20,000 in 2005 and is expected to draw even more attendees this year.

“Metromint’s sales have increased 500% from last year in the natural category. Due to the positive feedback from our customers, it’s time to aggressively move into the convenience store channel and the NACS show is the best way to introduce our products to this important market,” said Scott Lowe, president of Soma Beverage Company, LLC.

Metromint introduced its newest variety, Spearmint at the Natural Products Show and won a Best New Beverage Award and received a 4-star rating from Bevnet, the industry experts. Metromint’ has more new varieties to be announced soon. Watch for a special segment on mint and more new Metromint varieties on the Food Network’s Unwrapped, airing in January 2007

About Metromint

Metromint is mintwater, pure and simple. Not only does it provide rapid refreshment and an instant cooling sensation, it also provides several natural benefits: mint calms the nerves, soothes and revives the body, stimulates the brain, and energizes the senses. The natural menthol in Metromint also freshens the breath, and can reduce inflammation in the nasal passages and can clear congestion related to colds and allergies.

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 combines 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*, *Fitness*, The Today Show, and the Food Network. Metromint Peppermint was introduced at the Fancy Food Show in January 2004 and won a “Best of 2004” new product award from Bevnet.com. Metromint’s newest variety, Metromint Spearmint was recently introduced in March at the Natural Products Expo West and won a Best New Beverage Award and received a 4-Star rating from BevNet.

Metromint Peppermint is available in 500 ml. size for \$1.39-\$1.99 per bottle (retail) and in six-packs \$6.99-\$7.49 (Retail). Metromint Spearmint is available in stores as well. Metromint has a loyal following among discriminating consumers and is available in stores nationwide including Whole Foods Market, Safeway Naturals, Wild Oats, and other natural food outlets. For more information, visit www.metromint.com.

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