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## **FOR IMMEDIATE RELEASE**

### **SOMA BEVERAGE COMPANY DONATES WATER TO DISASTER RELIEF EFFORTS IN HAITI**

*San Francisco Company Provides Aid Through In-Kind Contribution*

SAN FRANCISCO, CA (Jan. XX, 2010)—Leading beverage manufacturer and innovative brand leader, Soma Beverage Company, today announced the donation of nearly 19,000 bottles of its micronutrient water, Metroelectro, to the nonprofit organization, Serve the People, Inc. The charity is collecting provisions for those working to rebuild and restore the earthquake-ravaged country.

“People throughout the United States have been moved to take action and help the people in Haiti,” says Scott Lowe, chief executive officer, Soma Beverage Company. “We believe, when faced with extreme devastation, that every little bit helps and providing water, one of the most vital resources during emergency operations, fulfills an immediate need for both victims and support staff.”

Through the Metroelectro donation, Soma Beverage Company aims to support Serve the People’s efforts of providing relief to Haitian citizens through medical care and relief services – both in short- and long-term capacities.

Serve the People Inc. is mobilizing resources in the U.S. for relief efforts in Haiti, focusing on medical and other humanitarian relief, through a variety of trusted partners. The organization is also activating deliveries of food, clothing, supplies, free medical care and other life sustaining support directly to the victims.

For more information about Metroelectro, please visit us at [www.metroelectro.com](http://www.metroelectro.com) or [www.somabeverage.com](http://www.somabeverage.com).

#### **About Serve the People**

Southern California-based Serve the People, Inc., is a 501(c)3 nonprofit organization whose mission is to provide the physical, mental, emotional and mentoring needs of the poor, children, sick, needy, uneducated, oppressed and lost people. The organization serves people regardless of religion, ethnicity, race or gender with love, compassion and generosity. They have been providing free food, clothing, shoes and medical care to the marginalized population as well as reaching out to the underserved populations in Mexico and Central America.

#### **About Soma Beverage Company**

San Francisco-based [Soma Beverage Company, LLC.](http://www.somabeverage.com), is an innovative brand leader widely recognized for pioneering the Mintwater beverage 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.