

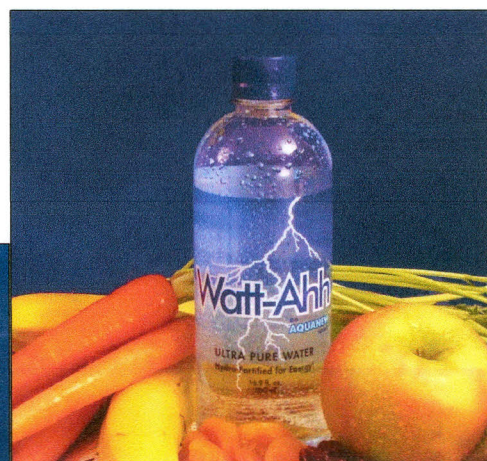
Game Changing Watt-Ahh® Rolling Onto U.S. Store Shelves

Sarasota, FL. and Chicago, IL., October 5, 2011

AquaNew, LLC, a Sarasota-based premium bottled water company, has increased its retail availability by entering into a distribution agreement with BRW Enterprises, Inc. of Chicago. In the highly competitive sports drink arena, Watt-Ahh® an AquaNew Water® stands alone as the only high energy state of ultrapure water on the market **without any** sugars, caffeine or other additives. “Watt-Ahh® is Game Changing Water™ that gives athletes super hydration, better stamina and clarity, and faster recovery after exercising” says Rob Gourley, CEO of AquaNew. Gourley further states... “We are pleased to work with the BRW Team, who has a strong commitment towards cutting-edge products of high quality”.

BRW’s has a partnership with KeHE Distributors. With its recent acquisition of Florida-based Tree of Life, KeHE is one of the largest specialty and natural foods distributors to the retail sector in the United States.

AquaNew has experienced the phenomenon of their health-oriented customers ordering entire skids of Watt-Ahh® for their home-based supplies. Keith Knowles, V.P. of BRW says...”My company and KeHE give superior shopping convenience. Loyal Watt-Ahh® customers can now shop in their favorite stores and can avoid ordering by the freight load”. Both Gourley and Knowles agree ultrapure Watt-Ahh® is destined to become the new “game changing” healthier alternative in the sports drink world.



About AquaNew® Water—AquaNew, LLC launched the product line of Watt-Ahh® in November of 2007. A recent University study shows drinking Watt-Ahh® with vitamins achieves the “sweet spot” for peak nutritional performance. Check it out at www.AquaNew.com.

About BRW Enterprises, Inc.— BRW’s partnership with KeHE is an important step in the national expansion of the Watt-Ahh® retail program. KeHE services more than 60,000 retail stores in the United States with a diversified customer base comprised of the largest supermarket chains, independent-owned stores, specialty and retailers like Whole Foods.

Experience Game Changing Water™. Game On!

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