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Nestlé Waters ANNOUNCES STRATEGIC PARTNERSHIP WITH BOB GREENE, FOUNDER OF THE BEST LIFE PROGRAM

Leading Bottled Water Brand Teams Up With Best-Selling Author and Fitness Expert Bob Greene to Empower Families to Make Healthy, Everyday Choices

GREENWICH, Conn., (January 6, 2009) - Just in time for New Year's resolutions, Nestlé Waters North America today announced that it has signed a two-year agreement with Bob Greene, best-selling author and creator of the [Best Life](#) program to promote [Nestlé® Pure Life®](#) brand bottled water. Under this agreement, Greene will serve as spokesperson for Nestlé® Pure Life®, appearing in print and broadcast advertising and online on behalf of the brand's efforts to encourage families to take small steps in living healthier lifestyles.

Also as part of the multi-year partnership, Nestlé® Pure Life® brand bottled water will receive the [Best Life Seal of Approval](#) to help consumers identify the water brand as a healthy and convenient beverage choice. Designed by Greene, the Best Life seal appears on select grocery products and is intended to help consumers make healthier food and lifestyle decisions.

"Bob's simple, one-step-at-a-time approach to living healthfully fully captures the spirit of Nestlé® Pure Life® brand bottled water," said Larry Cooper, Nestlé Waters North America. "As a trusted source of information and inspiration for millions of people nationwide, Bob will be a powerful messenger in helping educate America's families about the valuable benefits of drinking water and choosing a trusted brand like Nestlé® Pure Life®."

"I am thrilled to be collaborating with Nestlé® Pure Life® brand bottled water to help families make healthier choices," said Greene. "For example, the simple act of

swapping a sugared beverage for water is an important step to getting fit and a small, gradual change that will add up to big results. I want to educate moms about the importance of teaching their families healthy habits and empower them to take a leadership role in setting these lifetime choices.”

About Nestlé® Pure Life®:

Nestlé® Pure Life® is a brand of the leading bottled water manufacturer, [Nestlé Waters North America](#), based in Greenwich, Connecticut. Nestlé® Pure Life® goes through a multi-step filtration process and is enhanced with a unique blend of minerals, offering a pleasant, refreshing taste suitable for the whole family. Nestlé® Pure Life® brand bottled water offers a number of healthy hydration options and is committed to helping families live healthy, active lifestyles.

About Nestlé Waters North America:

Central to the leadership of Nestlé Waters North America Inc. is its 32-year experience and single-focus on producing bottled water products. The company’s dedication to product quality, manufacturing expertise, low-cost production, employee development and environmental stewardship, especially in the areas of water use, energy and packaging, has led Nestlé Waters to the number one bottled water position in the U.S. Simply said, to reach success the company follows its credo: Respect for each other, respect for the environment and respect for the community.

Founded in 1976, Nestlé Waters North America is noted for having seven of the top ten brands sold in the U.S. These include such market-leading regional domestic brands as [Poland Spring](#), [Arrowhead](#), [Ozarka](#), [Deer Park](#), [Zephyrhills](#), and [Ice Mountain](#). Nestlé Pure Life Purified Drinking Water is available for national distribution. Rounding out the company’s portfolio of brands are popular imports such as [Perrier](#), [S. Pellegrino](#), [Contrex](#) and [Acqua Panna](#).

Nestlé Waters North America Inc., with 9,000 employees, is based in Greenwich, Connecticut. It is a corporate affiliate of Paris-based [Nestlé Waters](#) and is part of the group of companies owned by [Nestlé S.A.](#), of Vevey, Switzerland. Please visit www.Nestléwatersnorthamerica.com for more information.

About the Best Life:

The Best Life Diet, Bob Greene’s diet plan, has helped more than a million people lose weight. The Best Life is not a typical diet – you won’t go on and then off it. Instead, this plan, which uses a gradual three-phase approach, will help you change your eating habits for life. And unlike so many other diets, the Best Life plan is rooted in the idea that eating is and always should be one of life’s greatest pleasures. You can love food and live happily while still meeting your weight-loss goals. www.thebestlife.com.