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LEADING SPRING WATER BRANDS FROM NESTLÉ WATERS TEAM UP WITH THE AMERICAN HEART ASSOCIATION START! INITIATIVE

Bottled Water Brands Donate \$500,000 To Help Americans Live Heart-Healthy, Active Lifestyles

GREENWICH, Conn. (February 6, 2009) - **Nestlé Waters North America Inc.** today announced that it is joining the **American Heart Association** (AHA) in promoting heart health and encouraging healthy habits among Americans. As a supporter, Nestlé Waters will work with the American Heart Association to address the dangers of sedentary lifestyles and inspire people to be healthier by being more physically active through walking and choosing water as a smart, calorie-free beverage. Nestlé Waters will sponsor seven START! Heart Walks and offer a promotion which will directly benefit the START! movement.

This relationship is with the following spring water brands of Nestlé Waters: **Arrowhead®**, **Deer Park®**, **Ice Mountain®**, **Ozarka®**, **Poland Spring®** and **Zephyrhills®**.

"We are proud to support the efforts of the **American Heart Association's START! initiative**," said Angela Barile, Group Marketing Manager, regional spring water brands. "We are excited to work with the American Heart Association to promote healthier beverage decisions, educating people that drinking water and engaging in regular physical activity are essential to maintaining a healthy lifestyle," she added.

To join the fight for heart health, Nestlé Waters will support START! by donating \$500,000 to the American Heart Association. In addition, the company will provide a monetary grant and participate as an "Eat Street" food sponsor at seven START! Heart Walks beginning in the fall of 2009. As an "Eat Street" sponsor, Nestlé Waters will contribute to the healthy beverage choices at the community walk events held in Fort Worth, TX; Grand Rapids, MI; Bethlehem, PA; Los Angeles, CA; Lewiston, ME; Fairfield County, CT and Tampa, FL.

"The American Heart Association understands that Nestlé Waters is committed to providing healthful, calorie-free beverage options," said Dr. Timothy Gardner, president of the American Heart Association. "When considering supporters that would embrace the fundamentals of the START! initiative, Nestlé Waters seemed the ideal choice since they recognize the small steps Americans can take in their daily lives, like being active and drinking water, which can lead to fulfilling results."

According to recent studies, drinking water is a smart substitute for sugared beverages and can help you manage your weight, as part of a healthy lifestyle^{1, 2}. Additionally, proper hydration helps maintain physical performance and helps the body function properly³.

To learn more about getting involved, go to the regional spring water brand Web site in your community: www.arrowheadwater.com, www.deerparkwater.com, www.icemountainwater.com, www.ozarkawater.com, www.polandspring.com or www.zephyrhillswater.com.

About the American Heart Association

Founded in 1924, the **American Heart Association** is the nation's oldest and largest voluntary health organization dedicated to building healthier lives, free of heart disease and stroke. These diseases, America's No. 1 and No. 3 killers, and all other cardiovascular diseases claim nearly 870,000 lives a year. In fiscal year 2007-2008, the association invested nearly \$560 million in research,

professional and public education, and advocacy and community service programs to help all Americans live longer, healthier lives. To learn more, call 1-800-AHA-USA1 or visit www.americanheart.org.

About START!

START! Walking Program is the American Heart Association's groundbreaking national campaign that calls on all Americans to commit to fighting the major causes of heart disease and stroke in adults through a comprehensive walking and nutrition program. START! is recognizing employers who champion the health of their employees and work to create a culture of physical activity and health in the workplace.

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.

¹ *Stookey JD, Constant F, Gardner CD, Popkin BM. Replacing Sweetened Caloric Beverages with Drinking Water Associated with Lower Energy Intake. Obesity, Vol. 15, No. 12: 3013-3022, 2007*

² *Stookey JD, Gardner CD, Popkin BM. Increased water intake reduces metabolic syndrome over 12 months in overweight dieting women, independent of diet composition, activity and weight loss. The FASEB Journal, 4, 22:295, 2008*

³ *Popkin BM, Armstrong LE, Bray GM, Cabalero B, Frei B, Wille t WC. A New Proposed Guidance System for Beverage Consumption in the United States. Am. J. of Clinical Nutrition, 83:529-542, 2006*

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