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All-New Healthy and Nutritious Flavored Bottled Water for Kids Makes Its National Debut

Specially Formulated for Kids, Waterlicious Is Vitamin and Fiber-Enhanced to Help Promote Healthy Growth and Combat Childhood Obesity

LOS ANGELES, CA--(Marketwire - May 27, 2009) - Waterlicious, Inc. has launched Waterlicious®, an all-new flavored bottled water line specially formulated for children featuring a wide variety of tastes kids enjoy -- and parents approve. The first vitamin and fiber-enhanced flavored water for kids, Waterlicious provides a healthy alternative to high-calorie, high-sugar sodas and concentrated juices.

Fiber -- a key element in preventing child obesity -- is an essential ingredient contained in each and every Waterlicious flavor, along with essential vitamins for healthy growth and development of strong bodies, including B3, B5, B6 and B12. The "B" groups of vitamins also are identified for their ability to relieve stress and promote a calming effect on children while strengthening their immune systems and other vital organs. Waterlicious also contains Calcium and Vitamin C further increasing the water's health benefits for children.

In contrast to the high-fructose corn syrup and artificial sweeteners found in other children's soda and juice products, Waterlicious contains Crystalline Fructose, a natural fruit sugar that is slow to absorb and does not adversely affect blood sugar levels.

The all-natural flavors featured within the Waterlicious line include Soccer Berry, Super Apple, Peach, Lemon, Pineapple, Grape, Watermelon, Cherry and Strawberry Banana.

Said Lincoln Lawson, CEO of Waterlicious, Inc: "We are delighted to announce the launch of Waterlicious, a healthy and fun line of flavored water that provides children with the taste they love, and the nutritional value parents demand. Waterlicious is the first flavored water for kids that is fiber-enhanced, formulated especially to address hydration and child obesity issues. We look forward to introducing Waterlicious to families nationwide."

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