

FOR IMMEDIATE RELEASE

FIJI[®] WATER GETS A SIX PACK

Popular 330 ML Size Now Comes in a Set of Six

Los Angeles, Calif. (March 24, 2010) – Abs. Cans. Place settings. Sets of six get a mini twist with the launch of the FIJI[®] Water *Mini & Mobile* Six Pack. Less may be more, but more of a *must-have-mini* less makes convenience six times better. This l'il member of the FIJI Water family is known for fitting in the smallest of places including tiny hands, lunch boxes, fashionable handbags and more.

“Since the 330 ML FIJI launch in 2006, it has been a highly adored product due to its smart size and fit,” said Grace Jeon, senior vice president of national sales and field marketing for FIJI Water. “To deliver greater value and ensure competitive pricing structure, we worked with our customers to create the ideal six-pack.”

FIJI Water’s new Mini & Mobile is currently available at fine retailers in the United States including Target and Kroger as well as many other fine grocery chains at a recommended price point of \$5.49.

About FIJI Water

FIJI[®] Water, a natural artesian water bottled at the source in Viti Levu (Fiji islands), is known for its softmouth feel and iconic square bottle loved by discerning consumers, well-known celebrities, and quality-conscious chefs. The first carbon-negative product in its industry, FIJI Water is committed to reducing its environmental impact and preserving the planet for future generations. Through our membership in 1% for the Planet and partnership with Conservation International, FIJI Water supports environmental efforts around the world and in our backyard; our FIJI Water Foundation is dedicated to providing access to clean water, health care, and education for the people of Fiji. To learn more, please visit www.fijiwater.com.

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