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**NEW WATEROOS WATER-FILLED DRINK BOXES GIVE PARENTS A SUGAR-FREE, ALL-NATURAL, HEALTHIER BEVERAGE SOLUTION FOR THEIR KIDS**

*First convenient, to-go boxed water serves as a great alternative to soda and juices*

SAN FRANCISCO, April 17, 2006 – Wateroos, the nation's first and only family of ready-to-drink water-filled drink boxes is now available at select grocers and online at [www.wateroos.com](http://www.wateroos.com). Set to fill a growing need for healthier alternatives to sugar-packed fruit juices, Wateroos offers nutritionally-oriented parents a kid-friendly, convenient, healthier alternative to juice and soda for their preschoolers.

Available in two varieties, Original 100% Purified Water and All-natural Apple Flavored, Wateroos is packaged in six packs of 8oz (237ml) boxes with an SRP of \$3.29. Wateroos drinks are made without sugar, sweeteners or artificial ingredients and come in a colorful, playful drink box that makes water fun for kids to drink. For Moms, Wateroos is convenient, disposable and an all-natural, healthier drink choice. For kids, Wateroos is a water drink "just for me" that's fun, just the right portion size, and easy for little hands to hold and drink.

"When I was first introduced to Wateroos, I knew it was an easy decision," said Jessica Willett, Grocery Merchandiser at Andronico's Markets. "We are always looking for innovative products that meet real customer needs. Wateroos makes it easier for parents to offer their kids a healthier beverage while still being kid-friendly and fun."

The \$10 billion juice industry successfully pitched its good-for-you image to parents. According to dietitians and doctors, juice abuse is soaring and contributing to a host of children's health problems from obesity and diabetes to tooth decay. With more than 15% of school-age children now considered overweight, the American Academy of Pediatrics (AAP) responded with a new policy on juice consumption for children. The AAP now recommends that parents limit fruit juice consumption to four to six ounces a day for kids aged one to six years old, which is under one standard sized juice box per day - suggested alternatives are milk or water.

Roberta Greenspan, Maddie's Beverage Company (makers of Wateroos) founder and mom, explains, "As a new parent, I knew it was important to teach my child healthy eating habits early on. After making the decision not to serve sugary juices and sodas, I was left with little option other than to tote around water in a leak-prone sippy cup. Once I realized that putting water into a kid-friendly, juice-box style container would help me, my child, and many other parents in the same situation, I knew I had to make Wateroos available for us all. "

Wateroos is currently available in the San Francisco Bay Area at stores such as Andronico's Markets, Lunardi's Markets and at the home-delivery service, Planet Organics. Wateroos will be rolling out nationwide in the coming months. For more information, customers can visit the company's website at [www.wateroos.com](http://www.wateroos.com).