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For Release

News Release

Survey Reveals Surprising Results – Parents *Are* Beginning to Make Key Changes to Create a Healthier Lifestyle and Diet for their Families

Survey also reveals additional key changes must be made in order to turn the tide on children's health issues in this country

San Francisco – (January 2008) – More than 80 percent of parents hold themselves most accountable for the overall health and nutrition of their children, according to a new national survey of parents of young children conducted for Maddie's Beverage Company (maker of Wateroos all natural kids water beverages). Contrary to the consistently negative reports in the press and today's "pass the buck" mentality, this is good news. This, along with other survey findings, shows that parents' mindsets and behavior are beginning to turn toward creating a healthier lifestyle and diet for their families.

Amidst the bleak statistics on childhood obesity and diabetes in the U.S. – *according to a report in The New England Journal of Medicine, for the first time in modern history this generation may have a shorter life expectancy than their parents due to the staggering obesity rate* – results from the survey reveal surprising changes in American families that is cause for hope.

Some encouraging changes revealed by the survey included:

- **Parents are beginning to understand nutrition:** Nearly two-thirds of parents say they usually or always read the label when buying something new...showing that parents are taking steps to make more informed purchasing decisions.
- **Parents are taking responsibility for their kids' diets:** 93 percent of parents realize the foods their kids eat when young will affect their lifelong food choices.
- **Fruit and vegetables are back in lunch boxes:** 63 percent of parents pack fresh fruit or vegetables most often in their child's lunch box.
- **Soda is out, water is back:** Two-thirds of parents give their children water several times a day while only 4 percent of parents are still serving soda to their kids several times a day.

Despite this positive news, additional survey findings show there's still work to be done:

- **Some parents still in denial:** Only 8 percent of parents think their child is slightly or very overweight, while 14 percent of U.S. pre-schoolers are in fact overweight, revealing that parents are still in denial about their kids' weight issues.
- **Sugar consumption still too high:** While the American Academy of Pediatrics' guidelines recommend no more than four to six ounces of pasteurized juice a day for kids ages one to six, the survey found that nearly one in three parents are still giving their kids several juice boxes/pouches per day (which each contain four to five teaspoons of sugar).
- **Further education on nutrition still needed:** Of those parents who give their kids several juice boxes/pouches per day, nearly half said they would still purchase juice boxes even after learning how much sugar each box contains ...revealing that more education is needed to help parents understand how to make healthier choices.

- **The market needs to change:** Nearly 50 percent of parents say the biggest challenge to creating a healthy diet/lifestyle for their children is the lack of healthy and convenient choices. Many parents also cited the cost of healthy foods as another key challenge.

The survey highlights the need for convenient, healthy and cost-effective solutions. Waterlooos was created by a mom who was looking for healthier drink alternatives for her child. Waterlooos has no sugar, artificial ingredients or sweeteners and no calories and is the only children's water beverage packaged in colorful and playful drink boxes. And, with a suggested price of \$3.29 for six 8 oz boxes, Waterlooos is affordable. Parents looking for more resources on children's nutrition and how to help prevent childhood obesity and diabetes can visit www.wateroos.com/extras/wtr_extras_resources.htm

"If parents make only one change this year, it should be to reduce the number of sugary juice boxes and replace them with healthier options," said Shara Aaron, MS, RD of Nutcom, LLC Nutrition Communications. "In the survey, 60 percent of parents said they packed a juice box/pouch most often in their children's lunch boxes. If those parents replaced juice boxes with water just three days a week, they would remove 780 teaspoons of sugar and 15,600 calories from their children's diets each year. That's significant!"

"This survey helped us better understand if the messages about childhood obesity and the tie to excess sugar and calories are translating into lifestyle changes," said Roberta Greenspan, founder and CEO of Maddie's Beverage Company. "With childhood obesity rates increasing, it's heartening to find that parents *are* getting the message and are starting to make changes. But the survey also showed there's still work to be done."

Inspired by Jamie Olivers' work in the UK and motivated by her own quest to find healthy drinks for her kids, Greenspan is committed to fighting childhood obesity and diabetes. Her mission is to help bring about change in our communities one mom at a time. A key aspect of this is the Waterooli-Mom program through which moms can request free samples of Waterlooos to share with their friends (and their friends' children) as a way to help educate those moms on how to make healthier beverage choices.

About the Survey

The survey was conducted by Nurturing Results – a leading research consulting firm specializing in the children's market (www.nurturingresults.com) – for Maddie's Beverage Company. The 2007 Nurturing Results Healthy Habits Survey was conducted in December 2007 via an online survey among moms with children one to five years old. There were 1,154 responses received nationally. The complete survey results can be viewed at <http://nurturingresults.com/cm/News/healthyhabitsstudy.html>.

About Maddie's Beverage Company

Maddie's Beverage Company, maker of Waterlooos water-filled drink boxes, is committed to fighting childhood obesity and diabetes. By raising awareness of the issue and making donations to children's health organizations, such as Feed the Children, the company has become a part of the solution. For more information, call 1-650-292-4908 or visit www.wateroos.com.

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