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For Release
News Release

Expo East Newsblast: Maddie's Beverage Company Announces Booming Growth

Company has seen seven-fold increase in product availability and five-fold increase in revenue year-to-date; Mike Comerford named as new vice president of sales for the company

Baltimore – (September 2007) – Maddie's Beverage Co., maker of Wateroos all natural children's water-filled drink boxes, announces its booming growth at Expo East – a five-fold revenue increase year-to-date and a product availability increase of seven times during the same period. In addition, the company has boosted its distributor and retailer network. Wateroos is now available for distribution through United Natural Foods, Tree of Life, Kehe, Nature's Best and DPI-West. Plus, shoppers can now find Wateroos at HEB, Whole Foods (select regions), Ukrop's, Farm Fresh and Bristol Farms as well as at other natural and independent grocers nationwide. And Wateroos soon will be available at Shaw's, Kings Super Markets and Hannaford.

In addition, the company has named Mike Comerford as its new vice president of sales. Comerford has more than 25 years of experience selling and marketing consumer products to all classes of trade utilizing direct sales force, food/beverage brokers, soft drink bottlers and specialty distributors. He has held senior level sales/marketing positions with such companies as Bravo Brands (a children's milk beverage company), Chiquita Brands (working with their Sports Blast and fresh juice beverages), Sunny Delight and Drake Bakeries. Comerford has an outstanding record of consistently exceeding corporate revenue and profit objectives with these organizations.

"We are seeing some really exciting things happen on the distribution and retail side as more and more parents are telling retailers – through their purchase decisions and directly – how important healthy kids' beverages are to their families," said Roberta Greenspan, founder and CEO of Maddie's Beverage Company. "Now that Mike has come on board, I'm expecting to see even more Wateroos availability and growth thanks to Mike's extensive experience and reputation for consistently exceeding sales goals."

Wateroos water-filled drink boxes for kids have no sugar, artificial ingredients or sweeteners and no calories. Available in four varieties (flavored and unflavored), Wateroos is the only children's water beverage packaged in colorful and playful drink boxes making water fun for kids to drink. Moms feel good giving their children a healthier alternative to sugar-laden juice and soda and kids enjoy a beverage that's just for them. Best of all, Wateroos are convenient and portable so families can bring water

on-the-go and they are leak-proof (unlike those sippy cups) so no more leaks in purses, bags or car seats.

About Maddie's Beverage Company

Maddie's Beverage Company, maker of Wateroos 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. Maddie's Beverage Company was started in January 2005 by a mom for moms who are concerned about offering their children healthier alternatives to sugar-laden juice and soda and who want to teach their children good nutritional habits from a young age. Wateroos is the only all-natural children's water beverage packaged in familiar drink boxes that makes water fun for kids to drink. The product is resounding with parents nationwide and won Beverage Industry Magazine's 2006 best new product of the year award. Wateroos is packaged in six packs of 8 oz (237ml) Tetra Pak boxes. For more information, call 1-650-292-4908 or visit www.wateroos.com.

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