



2100 Road to Six Flags East
Arlington, Texas 76011

817-226-8200
Fax 817-226-3090

WILD WATERS CHOOSES TNT MARKETING TO BRING VITAMIN-POWERED WATER TO CONVENIENCE STORE CHANNEL.

ARLINGTON, Texas — September 11, 2006 — Wild Waters has selected national convenience store broker TNT Marketing Inc. to represent its products to all of the United States outside of New England.

Wild Waters is the first fortified, bottled water formulated and packaged especially for children. According to Wild Waters' research, 62% of children ages seven to 12 visit c-stores at least once per month. Considering the increase of bottled water trends and the decline of juice drinks (+27.7% vs. -6%, respectively, in 2005), children's bottled water is an emerging segment with incredible potential. Wild Waters offers a genuinely healthy, naturally sweetened and flavored beverage with important nutrients.

Available in such kid-friendly flavors as Twistin' Tropical Punch, Flippin' Fruit Punch, Kickin' Green Apple and Groovin' Grape, Wild Waters' 10-ounce bottles display contemporary, fun packaging and are a great size for the younger consumer. The sports cap accommodates the active, on-the-go lifestyles of today's children.

"TNT Marketing looks forward to explosive sales with Wild Waters," says Kenneth Fries, TNT Marketing president. "With its combination of great nutrition and great taste, the product is a winner for parents and children alike."

"Wild Waters is excited to be partnered with TNT Marketing. Consumers have been demanding healthy, convenient options for kids, and TNT Marketing's ability to execute in convenience stores will help us bring it to them," says Chris Testa, CEO and co-founder of Wild Waters. "Kids everywhere want taste and fun, and the Wild Waters and TNT Marketing relationship will help satisfy this need."

Based just outside Boston, Mass., Wild Waters was founded in June 2005 by Brad Barnhorn and Chris Testa. The concept evolved from their desire to provide kids with the healthy options they need and the taste they want. Wild Waters targets kids from six to 12 years old and plans to support the brand with a grass-roots marketing effort that includes in-store marketing, sampling and local sponsorships.

TNT Marketing is an independent, national convenience store broker based in Arlington, Texas. The company's c-store experts, the c-storologistssm, are industry specialists much like cardiologists, archaeologists and meteorologists. Focusing on the individual needs of wholesalers and retailers, the c-storologistssm offer individualized, efficient service while building successful relationships.

The c-storologistssm identify items that sell in c-stores, offer selling strategies to boost the bottom line and provide access to dozens of top brands including General Mills, Gillette, ConAgra, Bayer, Don Miguel, Mattel, Dole, Trojan, Duracell and Playtex in categories such as automotive, confection, toys, HBC, healthy alternatives, grocery, foodservice, frozen foods and snacks.

Editor's Note: Photos of Wild Waters' products are available for download at <http://www.tntmarketing.com/WildWaters.html>.