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Watermill Express® Donates 5,400 Gallons of Water to Record Breaking Crowd at Heaven Fest

Brighton, Colo. – August 16, 2010 – Watermill Express, the nation's largest drive-up vendor of pure drinking water, provided water and ice to a record setting crowd of approximately 40,000 people at Heaven Fest, which took place July 31, 2010 at Union Reservoir in Longmont, Colo.

Watermill Express not only kept the record breaking crowd hydrated at Heaven Fest, it also raised \$3063 for Love146.org by setting up donation boxes at the two water tents. All donations collected went to Love146.org, an organization that works toward the abolition of child sex slavery and exploitation through prevention and after care solutions.

Warm temperatures and clear skies at the all day music festival made the Watermill Express tents a frequent and popular stop among the crowd. Lines at the Watermill Express tents stretched throughout the complex, as patrons waited to fill up their own personal water bottles. With its water donation, Watermill Express saved approximately 41,000 plastic bottles from being dumped into our countries landfills.

Watermill Express donated 5,400 gallons of chilled water and 10,000 pounds of ice to the approximately 40,000 people who attended Heaven Fest. The amount of water and ice donated at this year's Heaven Fest more than doubled what Watermill Express donated last year. Watermill Express set up two water stations on the 300-acre complex, each water station was capable of serving six people at a time.

“Not just any water sponsor would bring the value to us that Watermill Express does, it is truly one of the most valuable things offered at Heaven Fest,” said Jeanie Rhoades, executive producer and ministry liaison for Heaven Fest. “To have a reputable company bring in such quality materials and give it to most attendees is a blessing not only for the sake of refreshment, but is also vital in keeping people hydrated and healthy.”

“I heard so much praise for the free water stations,” said Rhoades. “As I stood in line for water a couple of times, I had conversations with others who were waiting and didn't know who I was, but they would tell me what a blessing it was to have the water and how Heaven Fest was so wonderful to provide something like that because most places don't. Watermill Express has truly become a very

important part of the Heaven Fest identity. We are blessed to have Watermill Express at Heaven Fest.”

Heaven Fest is a Christian music festival featuring over 70 bands, which performed on seven stages set up on the 300-acre park. This was the third year that Watermill Express has donated water at Heaven Fest. Approximately 40,000 people attended this year’s Heaven Fest, an event record. For more information visit www.heavenfest.com

About Watermill Express:

Watermill Express is the nation’s largest provider of drive-up, pure drinking water. Founded 26 years ago in Brighton, Colorado, the company serves over 100,000 customers daily in the existing 1,300 corporate and franchised locations. Customers supply their own containers and purchase one, three or five gallons of water for an average price of 35¢ per gallon. This is a savings of nearly 95% when compared to a typical 20 oz. bottle of water selling off-the-shelf at \$1.00 per bottle.

Watermill Express is an environmentally friendly alternative to pre-packaged water. By promoting reusable containers, the company has prevented the waste of an estimated 500 million disposable water bottles.

As the innovator of the drive-up pure drinking water concept, Watermill Express is the first in the nation to utilize a daily 29-step quality control checklist, surpassing even the most rigorous state inspection requirements.

For more information call 1-800-487-9643 or visit www.watermillexpress.com