

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION:

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Watermill Express® sponsors

Jump Rope for Heart

*Elementary students jump rope
to fight heart disease and encourage
the importance of a healthy lifestyle*

Brighton, Colo. – February 11, 2008 – Watermill Express, the nation’s largest drive-up vendor of pure drinking water, teamed up with the American Heart Association to sponsor the Jump Rope for Heart event in Brownsville, TX.

Watermill Express donated 100 gallons of water to the approximately 800 students who participated in the fund-raiser. In addition, Watermill Express donated seven bicycles that were given as prizes to students who raised the most money. A one-half gallon water bottle and a prize package were attached to each bicycle.

“Sponsorships are important for us because they make the events extra special for all of the participants,” said Leah Swanson, senior director for the Jump Rope for Heart foundation. “We appreciate Watermill Express because they not only provide hydration for the students, but they also provide the necessary tools to make the event a success.”

Some students who participated also received a Watermill Express water bottle, towel or t-shirt to honor his/her participation. The event coordinators hope to continue the fund-raiser yearly and expect an even greater turnout in the future.

The Jump Rope for Heart is a national education educational fund-raising program that engages elementary school students in physical activity (jump roping) while raising funds to support lifesaving heart and stroke research.

The American Heart Association uses this program to increase physical activity among elementary aged children. Regular periods of moderate or physical activity enhance the health, academic performance and attitudes of classroom behavior of children at school.

For information on the Jump Rope for Heart fund-raiser visit www.americanheart.org

About Watermill Express:

Watermill Express is the nation's largest provider of drive-up, pure drinking water. Founded 24 years ago, in Brighton, Colorado, the company serves about 100,000 customers daily in the existing 1,200 corporate and franchised locations. Customers supply their own containers and purchase one, three or five gallons of water for an average price of 25¢ per gallon. In comparison to over-the-shelf water cost, Watermill Express customers save approximately 96%, based on 20oz. bottles of water at \$1 each.

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 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. The company is present in nine states and soon will offer franchise opportunities in 10 additional states.

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