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PRESS RELEASE

PLASTIC WATER BOTTLES ARE OUT: MAKING A CHANGE TO THE WAY WE DRINK BOTTLED WATER

Beverage company launches a new brand of water that's cleaning up our thirst for mobile H2O

Royal Oak, MI - April 22, 2010, EARTH DAY - Current reports show that 8.45 billion gallons of bottled water were consumed last year - still a phenomenon in the beverage industry despite recent downturns. As our portable water consumption continues to stay steady, so is our use of plastic bottles. To meet the increasing demand for alternative and planet conscious packaging choices, today Pave the Way Beverage Co., LLC announces the launch of ENVO Water - the Michigan company's latest move to offer water on-the-go in a sustainable package.

ENVO Water is natural spring water packaged in an aseptic carton - a recyclable container made mainly of paper, a renewable resource. To source a carton that is mobile and has all the same conveniences we're used to, Pave the Way Beverage Co., LLC has partnered with Tetra Pak to bring this innovative and distinctive packaging to ENVO Water. Tetra Pak is an award winning packaging and processing company world renown for their environmental responsibility and commitment to reducing carbon emissions. They've been the recipient of a total of 46 international awards for manufacturing excellence since 1999.

"Today's busy consumers are in need of another option for essential hydration they can grab-and-go, without sacrificing convenience or taste. ENVO Water's natural spring water tastes great, and is delivered in a renewable package with a shape and screw cap that emulates the water bottles we're accustomed to," said Kelly Matz, President and COO of Pave the Way Beverage Co., LLC. "ENVO Water is committed to delivering a quality product that is healthy and environmentally responsible."

Pave the Way Beverage Co., LLC is also committed to giving back to the community. ENVO Water has partnered with Forgotten Harvest to provide support by bringing awareness to their community and help raise essential funds. Forgotten Harvest is a local non-profit and sector of Feeding America with a mission to relieve hunger in Southeast Michigan.

For more information on ENVO Water, visit www.envowater.com or contact Pave the Way Beverage Co., LLC, via phone at (800) 470-9007 or via email at info@envowater.com.

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