



DEMAND SURGES FOR *FUNCTION: WATER* ACROSS THE COUNTRY AS CONCERNS MOUNT OVER GROUND WATER SAFETY

Redondo Beach, CA – March 11 2008 – Function Drinks, makers of physician developed functional beverages, announced today that they are rapidly increasing production of their vapor distilled water to meet skyrocketing demand across the country.

“As with all our products, Function: WATER is held to the highest standard in quality, science, and innovation,” says Function Co-Founder and President, Dr. Alex Hughes.

“The heightened concerns with water quality have prompted increased consumer requests and have led us to increase production and distribution of Function: WATER nationwide,” says Function Co-Founder and CEO, Dayton Miller. “Consumers know Function as a credible brand, one that delivers as promised in its line of technical drinks, so it’s only natural that they would want the same quality in their water.”

Dr. Hughes goes on to explain, “Our process of vapor-distillation is the only proven process that removes all trace impurities from the water—even the unwanted trace pharmaceuticals that have recently been shown to contaminate most ground water sources and remain in traditional bottled water production. Traditional bottled water is sterilized by a process by which the pollutant ozone is passed through the water to kill any live organisms. It doesn’t actually remove any of the toxins that pre-exist in the groundwater supply.”

Function: WATER starts as artesian water that is vapor-distilled to ensure the removal of all impurities. A blend of minerals and electrolytes are added once the vapor distillation process is complete. Function: WATER premiered as an exclusive item for Whole Foods Markets in the fall of 2007 and is now available nationwide.

About Dr. Alex Hughes:

Dr. Alex Hughes is the Co-Founder and President of Function Drinks. He currently holds the post of Chief Resident of Orthopaedic Surgery at UCLA Medical Center in Los Angeles, California. He earned his Bachelors in Biomedical Engineering from Vanderbilt University in 1999 and his Medical Doctorate from the Vanderbilt School of Medicine in 2003.

About the company:

In 2004 during his surgical training, Dr. Alex Hughes discovered that with the right technical capabilities he could incorporate powerful all natural ingredients used everyday in hospitals into drinks with extraordinary functionality. He set out to create a drink line that represents a marriage between mainstream clinical science and beverages.

Today, each beverage in the Function line is a piece of intellectual property, and each formula has multiple patents applied or patents pending. The innovation and ambition of the company secures Function’s place at the vanguard of functional beverages. As consumers turn to products with proven relevant functionality, this category has outpaced all others in the beverage industry. Function Drinks is both defining the category and leading the way.

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