

AQUAJOE

PORTABLE HYDRATION SYSTEM®

FOR IMMEDIATE RELEASE

Contact:

Avi Ohring

AquaJoe Products LLC

P.O. Box 6209

Hoboken, NJ 07030

info@aquajoe.com

201-653-1500

www.aquajoe.com

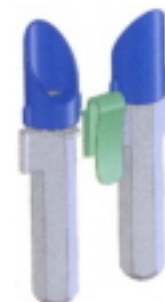
AquaJoe Products LLC announces the release of AquaJoe, the portable hydration system designed for the competitive athlete and outdoor enthusiast.

Aqua Joe Products LLC releases world's first portable scoop and dispenser, designed to be compatible with all drink powders, bottled waters and sports bottles.

Nov. 1, 2007-- AquaJoe Products LLC of Hoboken, New Jersey has released its AquaJoe Portable Hydration System, the first portable and sealable scoop/dispenser designed to work with the consumer's choice of drink powder and water bottle. "Our product can change any bottle of water into any type of sports drink, infant formula, nutritional supplement or flavored drink and, unlike other products, it is re-usable" said Avi Ohring, Director Of Sales for AquaJoe. "There are many products available for transporting liquids however, with water weighing approximately 8 lbs. per gallon transporting beverages can be difficult. Our research indicates that most people can obtain clean water. The AquaJoe, which only weighs about an ounce, allows the user to leave the liquid and take the powder".

Runners and cyclists will appreciate the fact that they can turn water into their favorite sports drink under any condition. Simple one-handed operation allows the AquaJoe to be used on the course or track without missing a step. The ability to connect an unlimited amount of AquaJoe dispensers to each other gives unlimited capacity. Athletes will no longer have to rely on environmentally unfriendly single-serve energy gel packs. "Athletes indicated to us that they prefer the taste and benefits of sports drinks however they were discouraged by the difficulty of dispensing the powders easily. AquaJoe effectively solves that problem," said Mr. Ohring.

The AquaJoe is available online at www.aquajoe.com and will be available in specialty outdoors, running and cycling stores in the 4th quarter of 2007. The retail package contains two AquaJoe dispensers and a carrying clip with an MSRP of \$20. Look for more innovative AquaJoe products throughout 2008.



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(shown with included clip)