

AQUAJOE

PORTABLE HYDRATION SYSTEM®

FOR IMMEDIATE RELEASE

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A.J.P. LLC announces the release of the AquaJoe, the first environmentally sensible replacement for ready-to-serve beverage bottles.

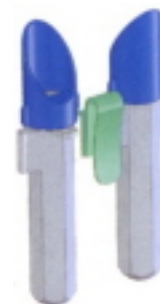
Aqua Joe Products LLC releases world's first portable scoop and dispenser, designed to be compatible with all drink powders and water bottles.

November 1, 2007-- AquaJoe Products LLC of Hoboken, New Jersey has released its AquaJoe dispenser, 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. "Our research indicates that most people can obtain clean water. The AquaJoe, which only weighs about an ounce, allows them to leave the liquid and take the powder".

Environmentally-concerned consumers now have a responsible alternative to the ready-to-serve packaging prevalent in the beverage market. "Since over forty percent of all beverages are consumed outside the home, our hope is that consumers will take along an AquaJoe or two with a sports bottle or reusable cup instead of purchasing a beverage in a disposable drink container. It will save the consumer money as well as providing the user with more control over the taste of their beverage. Most people are not aware that the beverage industry has one of the largest carbon footprints among all consumer products. Beverages are one of the only products that gain size and weight as they go from the factory to the store shelf", stated Mr. Ohring.

Runners, cyclists and outdoor enthusiasts such as trail runners, hikers, climbers and kayakers can use the AquaJoe with their hydration pack, water bottle or hydration belt in any situation where clean water is available. The included clip allows the AquaJoe to be attached virtually anywhere.

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.



(shown with included clip)

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