

For More Information:

Amber Eyerly
FIJI Water
(310) 966-8463
aeerly@fijiwater.com



MEDIA ADVISORY

FIJI® Water Provides Emergency Drinking Water to the People of Haiti

LOS ANGELES (January 21, 2010) – FIJI® Water today donated over 136,000 liters of bottled water to be distributed directly to the victims of the Haiti earthquake. The International Committee of the Red Cross (ICRC) has identified access to safe drinking water as a primary concern in the quake’s aftermath, and cites tens of thousands of people gathering in open spaces with no access to safe water.

FIJI® Water is working directly with the United States military and will deliver the bottled water to Fort Bragg, North Carolina where the water will be loaded onto a relief flight and air dropped into Haiti. The contribution of bottled water has been marked for humanitarian aid and will be distributed directly to the people who are most in need to quench thirst, improve hygiene and save lives.

We will issue an updated statement when more information is available on a specific delivery time into Haiti; however we expect it to be on the ground within several days. For up to the minute information, please visit www.fijiwater.com/blog.

About FIJI Water

FIJI® Water, natural artesian water bottled at the source in Viti Levu (Fiji islands), is the No. 1 imported bottled water brand and the top selling premium bottled water in the United States. A product of one of the last virgin ecosystems on the planet, natural pressure forces FIJI Water out of its aquifer deep below the earth’s surface and into iconic square bottles through a sealed delivery system free of human contact.

To further its ongoing mission of caring for the environment, FIJI Water is carbon negative with the production and sale of each bottle of FIJI Water resulting in a net reduction of carbon in the atmosphere. FIJI Water is also partnering with Conservation International and the people of Fiji to protect and preserve the Sovi Basin, the largest remaining pristine rainforest in Fiji. Learn more about FIJI Water visit us at www.fijiwater.com.

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