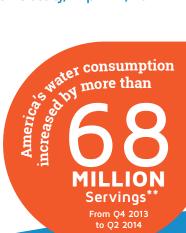
Drink Up: By the Numbers

"Following a campaign that featured two public service announcements seen 700 million times over a 15-week period throughout the U.S. - in 15,000 stores, doctors' offices, gas stations, malls and other highly trafficked places - newly released data demonstrates that Drink Up is encouraging consumers to embrace water's benefits."

—Forbes, "A Refreshing (and Successful)

Approach to the War on Obesity," April 29, 2014.

drink



Drink Up's digital campaign spurred a 3% rise in incremental retail sales of bottled water from Sept. 12, 2013 - Dec. 31, 2013.



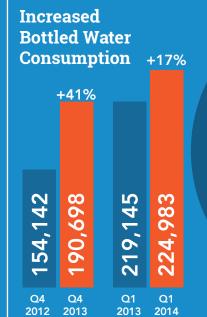
This equates to a \$1MM increase in retail sales.

HEWATE

\$1MM

eight-ounce servings up in Q1 2014 vs Q3 2013.

NPD Group Report: Increased Water **Consumption in Restaurants**



Increased Tap-Water Consumption



...POWERED growth for the

entire year.

The NPD Group/CREST®, 2011, 2012, 2013 calendar quarters; 1st calendar quarter 2014.



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