



MADE BY MOMS WHO LOVE THEIR KIDS!

Prepared by: **ROCKIN' WATER™**
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For Immediate Release

**DUANE READE OFFERS NUTRITIOUS KIDS' BEVERAGE
ROCKIN' WATER™ - MADE BY MOMS WHO LOVE THEIR KIDS™**
Nutritious Vitamin & Antioxidant Water for Kids Available in New York City Stores

(OLD GREENWICH, Conn., November 6, 2009) - **ROCKIN' WATER™**, the revolutionary new nutrient enhanced flavored water for kids, "Made by Moms Who Love Their Kids™," is *rockin'* **Duane Reade** stores in New York City. With four delicious flavors - Apple, Cherry, Grape and Orange - **ROCKIN' WATER**, is available at Duane Reade beginning this month.

Duane Reade has grown to become the most recognized drugstore chain in metropolitan New York. Today, the Company operates more than 256 stores in commercial and residential neighborhoods throughout New York City. Duane Reade's convenient locations and extensive assortment of everyday items make it the perfect place to feature **ROCKIN' WATER**.

Amy Guerrieri, founder and CEO **ROCKIN' PRODUCTS, LLC** and **ROCKIN' WATER**, confirmed that **ROCKIN' WATER** is proud to partner with Duane Reade and introduce the brand to New York City. Guerrieri noted, "Parents are always looking for products that can make a difference in their children's nutrition. **ROCKIN' WATER** has 11 vitamins and minerals, 3 grams of fiber and a high antioxidant rating equivalent to a full serving of fruit - plus, it tastes great!"

Available in a 12-ounce bottle, each serving of **ROCKIN' WATER** provides nutrition that is important to the health of growing children, making it a healthy alternative to other children's beverages. **ROCKIN' WATER** has no artificial sweeteners, colors, flavors or preservatives. The four flavors of Apple, Cherry, Grape and Orange have a suggested retail price of \$1.59 per bottle.

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"Duane Reade is proud to offer a nutritious beverage choice for kids such as **ROCKIN' WATER**," said Joe Magnacca, chief merchandising officer for Duane Reade. "We also appreciate that **ROCKIN' WATER** was created to make a difference in kids' lives and we support that effort as well - especially the brand's charitable effort to help kids in Appalachia."

In an effort to make a difference in kids' lives here in America, two cents from every bottle of **ROCKIN' WATER** sold will support **R.A.M.P. - the Rockin' Appalachian Mom Project** - an organization that directs donation efforts to help families-in-need in the Appalachian region and is committed to the nutritional, physical, financial and emotional support of children and families. To learn more about R.A.M.P., visit www.RAMPAmerica.org.

About ROCKIN' WATER

ROCKIN' WATER™ is a revolutionary new water product that is "made by Moms who love their kids™." It is produced by Rockin' Products LLC in Old Greenwich, Conn. **ROCKIN' WATER** is a naturally flavored nutrient-enhanced water beverage that kids love, and is packed with Moms' favorites - 11 vitamins and minerals, fiber, with an antioxidant ORAC rating of 500 - like a full serving of fruit or vegetable in every bottle! **ROCKIN' WATER** is the inspiration of Amy Guerrieri, a mother of four young children and a serial entrepreneur, who got tired of all of the unhealthy kid-targeted food and drink options and needed to figure out a way to get her children the nutrition they need. So Amy decided to take matters into her own hands and make a healthy, nutritious flavored water drink for kids and **ROCKIN' WATER** was born. **ROCKIN' WATER** is a unique product and fills a void in the kids' healthy drink market. To learn more about **ROCKIN' WATER**, visit www.rockin-water.com or call 203-990-0000.

About Duane Reade

Founded in 1960, Duane Reade is the largest drug store chain in New York City. In keeping with company's brand vision of New York Living Made Easy, Duane Reade provides New Yorkers with prescriptions, health products and services, beauty products and services, and convenience items for daily life in the city... everything for "How I Feel," "How I Look," and "What I Need Now." As of October 1, 2009, the Company operates 256 stores.

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