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FOR IMMEDIATE RELEASE

Water, Inc. Partners with Body Glove to Introduce a 3M Manufactured Body Glove Water Filtration System - the Greenest Alternative in Water Filters

Water, Inc's Body Glove Water Filters can save up to 9,000 plastic bottles annually

CARSON, Calif. – November 17, 2008 – Water, Inc, along with Body Glove, introduces the Body Glove Water Filtration System – the most advanced and eco-friendly water filtration products on the market. Manufactured by 3M, a leader in green innovative technology and the highly environmentally-conscious Body Glove, the Body Glove water filters are proven to provide the healthiest drinking water for your family, while reducing the overfilling of landfills and protecting the ocean from toxic pollutants.

“We are extremely excited to partner with Body Glove, a leader in green technology and environmental protection, with a 3M manufactured product,” says Rick Tarantino, Executive Vice President, Water, Inc. “The launch of the Body Glove Water Filtration System will truly redefine the way homeowners consume healthy drinking water, while doing their part to protect the environment.”

The Body Glove product line includes four models to suit all lifestyles – BG-1000 (1,000 gal capacity), BG-3000 (450 gal capacity), BG-12000 (1,000 gal capacity) and an upgrade cartridge, the BG-3000R (350 gal capacity). Using a unique and patented Tri-Stage filtering design, the BG-1000, BG-3000 and BG-3000R combine three powerful filtering processes into one recyclable polymer filter housing. Water is first treated by KDF-55 media for bacteriostatic and scale control. Next, a Micro-Filter Wrap more evenly traps sediment particles while maintaining overall flow rates. Lastly, water flows through the patented carbon block filter. The most powerful of them all, the BG-12000 takes filtering one step further by running the water through a patented 0.2 micron pharmaceutical-grade membrane. Each of the Body Glove systems have a 50 percent increased flow rate over competitive systems.



The Body Glove Water Filtration System is available in BG-1000, BG-3000 and BG-12000.

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While providing a safe and healthy drinking water alternative, the Body Glove brand also promotes protecting the environment. Each Body Glove water filter uses a patented corn-based biodegradable label, along with a 100 percent recyclable polymer filter housing. This product also helps eliminate the need for 2 million tons of plastic water bottles that end up clogging landfills annually. The Body Glove Water Filtration Systems have been developed with a built-in cartridge recycling program that allows filters to be recycled conveniently by calling 1-888-62-REUSE (73873).

Fully committed to helping protect the world's oceans, waves and beaches, Body Glove and Water, Inc. are donating a percentage of every sale to the Surfrider Foundation.

About Water, Inc.

Water, Inc., a premier distributor of luxury water products, decorative plumbing and high-end appliances for the home, specializes in the distribution and sale of premium brands including Asko, Perlick, Eurotech, HousePure, Enviropure, EverBrew, Brew Express, EverCold, EverHot and Body Glove Water Filtration Systems. For more information about Water, Inc., call 800-322-WATER (9283) or visit www.waterinc.com

About Body Glove

Founded in 1953, Body Glove is a leading, worldwide action sports brand specializing in wetsuits, swimwear, clothing, footwear, accessories, and technology accessories. The company sponsors one of the most respected surf and wakeboard teams in the industry with such powerhouse names as pro surfers Bruce Irons, Mike Losness, Alex Gray and Holly Beck and wake boarders Rusty Malinoski, Shelby Kantar and Jeff McKee. Through Reef Check, SIMA's environmental fund, and the Surfrider Foundation, Body Glove works to preserve the purity of the waters it loves. Body Glove products are sold in the U.S. by a network of independent retailers. Body Glove is also sold in approximately 50 countries internationally.

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