



Contact:
Margee Macdonell
Formula (619) 234.0345
macdonell@formulapr.com

METROMINT QUENCHES FANS' THIRST FOR FAME THROUGH LAUNCH OF ONLINE VIDEO CONTEST

Pioneer of the mintwater category offers consumers chance to be featured in national ad campaign

SAN FRANCISCO (April 19, 2010)— Soma Beverage Company, leading beverage manufacturer and pioneer of the mintwater category, today announced the kickoff of The Very Short Video Contest, which invites fans of its all-natural Metromint beverages from across the U.S. to produce a 25-second video depicting their interpretation of the "Metromint experience." The grand prize winner of The Very Short Video Contest will receive a 32G iPad and the opportunity to be featured throughout Metromint's online advertising campaign launching in summer 2010. The second place finisher will be awarded a \$200 Apple gift card and all five finalists will receive a free case of Metromint.

To participate in The Very Short Video Contest, Metromint fans age 18 and over must create and upload a video depicting how they personally enjoy the refreshing, all-natural mint beverage to Metromint's Facebook page between now and May 19. The Metromint team of judges will review all entries, selecting the top five videos to be posted for online consumer voting. The winning video will be announced on Tuesday, June 15. All video submissions have a chance to be featured in Metromint's online video ad campaign during the summer months on top online destinations.

"Originality is at the essence of the Metromint brand. Through this exciting initiative, we are providing consumers and fans the ability to connect with the brand in a new dimension and, in turn, enjoy visibility and recognition for their creative work," said Jasmin Kung, director of marketing, Soma Beverage Company. "It's gratifying for us to allow our loyal fans to be a part of our first national ad campaign since launching our line of mint waters."

The Very Short Video Contest is one component of a larger integrated campaign featuring the Metromint brand in national print and online advertising, social media, regional events, guerilla sampling and in-store demos.

"Metromint takes refreshment to a whole new level with delicious taste and a cooling sensation that you can get only from real mint," said Rio Miura, founder and beverage designer, Soma Beverage Company. "We are looking to our many loyal customers and fans to show others how drinking Metromint elevates their overall well being and enjoyment of water."

Metromint is an all-natural combination of pure water and 100 percent real mint, which provides a unique cooling sensation that relieves your thirst, soothes your body, and revives your soul. Metromint premium waters are available in six delicious 16.9 oz. varieties—Peppermint, Spearmint, Orangemint, Lemonmint, Chocolatemint and Cherrymint—and are sold at traditional, natural and specialty stores nationwide, including Whole Foods Market, Safeway and Kroger.

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About Soma Beverage Company

San Francisco-based Soma Beverage Company, LLC. is an innovative brand leader widely recognized for pioneering the mintwater beverage category. Since its introduction in 2004 by founders Rio Miura and Scott Lowe, its original, award-winning Metromint has become one of the top 10 selling premium bottled waters in the natural foods category.

An idea-driven company that carefully balances science with nature, through its state-of-the-art purification process, Soma Beverage Company is widely known for combining pure ingredients, innovative packaging and extraordinary taste. Metromint and Metroelectro have an avid consumer fan base in the U.S. and Canada.

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