



**Contact:**  
Margee Macdonell  
Formula (619) 234.0345  
[macdonell@formulapr.com](mailto:macdonell@formulapr.com)

## **METROMINT ANNOUNCES FIRST-EVER VIDEO CONTEST WINNERS**

*Online Contest Marks Expansion of National Advertising Campaign Featuring Fan Video*

**SAN FRANCISCO** (July 21, 2010) – The makers of Metromint, leading beverage and pioneer of the mintwater and unsweetened flavored water categories, announced the three winners of its recent Very Short Video Contest.

The contest invited fans to produce a 25-second video conveying their interpretation of a “Metromint experience.” Submissions, which were accepted online via Facebook, ranged from videos featuring tidal waves of freshness to dances of hydrated joy.

Metromint selected the top five videos from all submissions and then opened voting up to its fans to select the final winners. This contest marks a milestone in the overall integrated marketing program for Metromint, which has led to an 18% increase in sales since the start of the campaign.

Winners include Colton Phipps, whose [video](#) depicted the nostalgic feeling drinking Metromint provides; Jonathan Mann, who produced a [comical clip](#) focusing on the different experiences the minty flavor of Metromint inspires; and Pete Herron, whose [refreshing take on the brand](#) will be featured in Metromint’s new online ad campaign on Hulu.com, set to launch this summer. All winners also received a case of their choice of Metromint variety, among other prizes.

“We were impressed by the creativity and clever videos Metromint beverages inspired our fans to produce,” says Jasmin Kung, Director of Marketing. “Our mission at Metromint is to connect with consumers emotionally while building lasting relationships. The success of this campaign has helped to elevate our engagement with our fans and we look forward to creating new ways to turn consumers into brand advocates, especially as we launch new varieties and increase distribution.”

In addition to online advertising with Hulu.com, Metromint is aiming to increase retail sales through a national ad campaign in publications such as *InStyle*, *People*, *Health* and *Real Simple*. The company will continue to focus on participation in regional events and guerilla sampling, allowing people to experience the refreshment and benefits of Metromint first-hand.

Additionally, this August, Metromint begins shipment of its newest variety, Goodberrymint, featuring a rich blend of berries including acai, blueberries, blackberries, pomegranates and raspberries with 10 percent of the proceeds benefitting a local charity.

Metromint's ad campaign on Hulu.com will run through August 11, 2010, alongside programming such as "Modern Family," "Cougar Town," and "The Bachelorette." For more information and to view the winning videos, log onto [www.metromint.com](http://www.metromint.com).

### **About Soma Beverage Company**

San Francisco-based Soma Beverage Company, LLC. is an innovative brand leader widely recognized for pioneering mintwater and the specialized water 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 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.

[www.metromint.com](http://www.metromint.com)

[www.facebook.com/Metromint](http://www.facebook.com/Metromint)

[twitter.com/metromint](http://twitter.com/metromint)

###