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HINT Fizz Wins a 2012 *Better Homes and Gardens* Best New Product Award

February 3, 2012 (San Francisco) – HINT Fizz wins a 2012 *Better Homes and Gardens* Best New Product Award in the Beverage category. This revolutionary sparkling water is the first of its kind, offering natural, calorie & preservative free unsweetened carbonated refreshment available in HINT’s top selling flavors of Blackberry, Watermelon, Strawberry-Kiwi and introducing Peach for the first time. The 2012 Best New Product Award winners were determined from the BrandSpark International/Better Homes and Gardens American Shopper Study that surveyed more than 66,000 independent consumers who voted in 67 categories.

“There is nothing like HINT Fizz on the market,” said Kara Goldin, CEO of HINT Water. “As both a mom and the founder of HINT I’m always looking for new products that are healthy and hydrating while not compromising on flavor. Consumers told us ‘This is not sparkling water with flavor, it’s unsweetened sparkling water,’ and we’re happy that HINT Fizz has won this award in such a competitive category.”

Known as “The People’s Choice Awards” for consumer products, the Best New Product Awards are North America’s pre-eminent gauge of habits, trends and key insights into the minds of consumers. “Thousands of products are launched every year – no wonder Americans look to independent consumer endorsements like the Best New Product Awards,” says Robert Levy, President of BrandSpark International, the market research firm responsible for developing and managing the Best New Product Awards. “Winning a Best New Product Award means that many independent consumers have purchased and endorsed HINT Fizz as the best in its category.”

Like the original HINT Water, HINT Fizz offers delicious and refreshing, unsweetened refreshment. For those who prefer carbonation, HINT Fizz unsweetened sparkling water is the clear path to ditching soda. With a more mainstream taste profile than flavored seltzers and delicious, well-rounded flavors, HINT Fizz is reigniting carbonated beverages, this time for the better.

Launched in 2003, the Best New Product Awards have grown to become the most credible Consumer Packaged Goods awards program in North America, operating for the past nine years in Canada and for four years in the United States. “Because the award is 100% consumer-voted and not juried by a panel, when consumers see the Best New Product Award logo on packaging or in advertising it’s like receiving a direct endorsement from thousands of everyday shoppers,” adds Levy.

For more information about the Best New Product Awards, please visit www.BestNewProducts.biz.

About HINT Inc.

HINT, whose mantra is Drink Water, Not Sugar® is the brainchild of Kara Goldin, a San Francisco mother of four who was seeking a refreshing, unsweetened and no calorie beverage to give her family. Her simple solution – HINT Essence Water. Launched in 2005, Kara developed HINT in response to the growing wall of sugary juices and sodas. HINT is at the heart of a healthy lifestyle™, and is available in many delicious flavors including Blackberry, Watermelon, Pomegranate-Tangerine, Mango-Grapefruit, Strawberry-Kiwi and Raspberry-Lime. HINT Essence Water can be found in fine grocery stores and retailers all over the United States or purchased online at www.drinkhint.com. The latest

addition, HINT Fizz is available nationwide at specialty grocery stores. More information is also available at www.facebook.com/drinkhint.

About BrandSpark International

BrandSpark International is an independent market research and brand strategy firm with a strong grasp on consumer segmentation, innovation, new product research and global consumer trends. BrandSpark developed the Best New Product Awards program to be the most credible consumer voted awards program for Consumer Packaged goods. www.BrandSpark.com

About *Better Homes and Gardens*

Reaching nearly 40 million readers every month, the Better Homes and Gardens brand extends across the web, tablet, mobile, broadcast, broadband and numerous licensed products, serving and connecting women who are passionate about their homes and the lives they create there. *Better Homes and Gardens* inspires women to dream and gives them the confidence to move from dreaming to doing. For more information, visit www.bhg.com