



November 2011
For Immediate Release

Contact: Debby Fortune, Fortune PR
Debby@fortunepublicrelations.com
510-548-1097

Green Planet Water - The Better Bottled Choice

Innovative Plant-Based Bottle Provides New Petroleum-Free Option



Chicago, IL – Category innovator **Green Planet Bottling** has launched a 100% plant-based, bioplastic bottle. This petroleum and BPA free bottle is filled with vapor distilled water, with minerals carefully added for taste. Green Planet Water is available in three retail sizes, 350ml, 500ml, and the 1 liter.

Green Planet Bottling’s unique plant-based bottle is derived from completely renewable plant resources. The bottle is recyclable, commercially compostable, and reusable when hand-washed between uses. Green Planet Water is vapor distilled to ensure its safety and purity. For consistent flavor, minerals are carefully added to give it a refreshing, clean taste.

“Green Planet is leading the industry in responding to consumer concerns with our completely plant-based bottle.” says Danny Rubenstein, President and CEO of Green Planet Bottling. “Green Planet bottles reduce dependency on oil and provide an alternative to petroleum-based plastic bottles,” adds Rubenstein.

“We are a society on the go and access to bottled water is a necessity,” says Janet DiGiovanna, Chief Marketing Officer of Green Planet Bottling. “When we’re traveling, especially in airports, we need an alternative choice, and Green Planet is the better bottle.”

Here are some of the environmental benefits of Green Planet Water:

- Making the Ingeo source material for Green Planet’s bottles produces 60% less greenhouse gases and uses 50% less non-renewable energy than producing traditional plastics like PET & PS. ¹
- The bottles are commercially compostable in 84 days. ²
- The bottles are reusable (when hand-washed between uses), which helps to reduce waste.
- The bottles are recyclable (in all recycling programs that accept #7 bottles). ³
- Green Planet bottles are filled by regional suppliers using water that has been treated by vapor distillation to remove all impurities, with minerals added for taste.
- Regional distribution ensures that less fuel is wasted to transport the bottles.

More...

About Green Planet Bottling

Founded in 2009, Green Planet Bottling is the leading bottled water company to market a 100% plant-based bottle. Offering the better bottle solution, Green Planet's bottle is recyclable, reusable (when hand-washed between uses), petroleum and BPA free and will commercially compost in just 84 days. The water in Green Planet's bottles is vapor distilled for purity with minerals carefully added for taste. It is bottled regionally for distribution, reducing transit miles and total carbon footprint.

Green Planet Water has rapidly growing distribution and is available in the greater Chicago area at select Dominick's (in all by Jan 2012), Sunset Foods, Potash Markets, Lemontree Grocers, Walt's, The Goddess and Grocer, and Country Fair Foods. In the West and Southwest, it can be found in Albertson's, Lucky, SaveMart, Lunardi's, Nugget Markets and Mother's Markets.

Travelers will find Green Planet Water in many international airports, including San Francisco, San Jose, Phoenix, San Diego, Ontario and Portland, Oregon, as well as in hotels such as the SF Hilton, The Del Coronado in San Diego, Mandarin Oriental in Miami, and Hotel Felix in Chicago. In addition, it can be found in museum cafés around the US, including the California Academy of Sciences and The Chicago History Museum.

It is served at Apple, Inc.'s corporate headquarters and many fine dining restaurants such as Greens in San Francisco. Health, wellness and sporting facilities (Yoga Works), various golf and country clubs, as well as college (University of California at San Diego) and high school campuses across the US have embraced Green Planet Water for their members and students.

For the latest updates on Green Planet Water distribution, news and special events, please visit the Green Planet **Facebook** page: www.facebook.com/GreenPlanetBottling .

#

"I understand that a reusable bottle is the greenest choice.... But when I'm at an airport or it's a very hot day and I'm just plain thirsty for clean, pure water, I see the advantages of Green Planet water."

– Green Living Danny Seo



Read more about what Green Living Expert Danny Seo had to say about Green Planet Water at this link: <http://www.dailydanny.com/GreenPlanetWater> .

¹ NatureWorks, <http://www.natureworkslc.com/the-ingeo-journey/eco-profile-and-lca/eco-profile.aspx#ghg>

² From independent study by Biodegradable Products Institute, <http://www.bpiworld.org/>

³ <http://www.allbusiness.com/chemicals/plastics-rubber-industry-plastics/14119966-1.html>



November 2011
For Immediate Release

Contact: Debby Fortune, Fortune PR
Debby@fortunepublicrelations.com

510-548-1097

Green Planet Water FAQs

How is Green Planet Water different from other bottled waters?

The biggest difference is that our bottle is made from plants, not petroleum. The Green Planet bottle is a 100% plant-based bioplastic. It is petroleum and BPA free.

Is it safe to reuse my bottle?

Yes, it is completely safe to reuse. Be sure to wash with warm water and soap to keep it clean, just as you would with any drinking cup. High heat will degrade the bottle; therefore, do not put your Green Planet bottle in the dishwasher.

Where does the water come from?

Our water comes from regional sources across the US. The water is vapor distilled to remove impurities, and minerals are then carefully added for taste.

Can I recycle my Green Planet bottle?

Yes, it is a category #7 and can be recycled (excluding the cap). Check with your local recycling or waste service provider for the best option for your bottle. In some cities, the bottle may be commercially compostable.

Where can I compost my bottle?

Green Planet bottles (excluding the cap) are commercially compostable. This means your city must have a compost or green waste program available. Check with your local recycling or waste service provider. You cannot compost Green Planet bottles in your backyard compost.

What if I can't compost my bottle?

If you don't have a local commercial compost program, we encourage you to reuse your bottle (be sure to hand wash with warm water and soap to keep it clean) or recycle it as a category #7.

I try not to drink bottled water, but when I really need to, why is Green Planet the best choice?

Bottled water is a necessity, especially when traveling or in emergencies. Green Planet Water has less impact on the planet and greater environmental benefits compared to a petroleum-based bottled water.

Where can I buy Green Planet Water?

Here are a few locations where you will find Green Planet Water. **Grocery markets:** Albertson's, Lucky, SaveMart, Lunardi's, Nugget Markets and Mother's Markets in the Western US. **Airports:** San Francisco, San Jose, Phoenix, San Diego, Ontario and Portland, Oregon. **Museums:** California Academy of Sciences, Chicago History Museum. **Health/Fitness:** YogaWorks.

For the latest updates on Green Planet Water distribution, news and special events, please visit the Green Planet **Facebook** page: www.facebook.com/GreenPlanetBottling .

More...

Green Planet Bottling | 105 Townline Road, Suite 125 | Vernon Hills, Illinois 60061
info@greenplanetbottling.com | greenplanetbottling.com | 312.962.4444 p | 312.962.4445 f



Page 2, Green Planet Water FAQs

Here are some of the environmental benefits:

- Making the Ingeo source material for Green Planet's bottles produces 60% less greenhouse gases and uses 50% less non-renewable energy than producing traditional plastics like PET & PS. ¹
- The bottles are commercially compostable in 84 days.²
- The bottles are reusable (when hand-washed between uses), which helps to reduce waste.
- The bottles are recyclable (in all recycling programs that accept #7 bottles).³
- Bottles are filled by regional suppliers using water that has been treated by vapor distillation to remove all impurities, with minerals added for taste.
- Regional distribution ensures that less fuel is wasted to transport the bottles.

About Green Planet Bottling

Founded in 2009, Green Planet Bottling is the leading bottled water company to market a 100% plant-based bottle. Offering the better bottle solution, Green Planet's bottle is recyclable, reusable (when hand-washed between uses), petroleum and BPA free and will commercially compost in just 84 days. The water in Green Planet's bottles is vapor distilled for purity with minerals carefully added for taste. It is bottled regionally for distribution, reducing transit miles and total carbon footprint.

#

¹ NatureWorks, <http://www.natureworkslc.com/the-ingeo-journey/eco-profile-and-lca/eco-profile.aspx#ghg>

² From independent study by Biodegradable Products Institute, <http://www.bpiworld.org/>

³ <http://www.allbusiness.com/chemicals/plastics-rubber-industry-plastics/14119966-1.html>



November 2011
For Immediate Release

Contact: Debby Fortune, Fortune PR
Debby@fortunepublicrelations.com
510-548-1097

Green Planet Bottling Leadership Bios

Danny Rubenstein, President and CEO



Danny Rubenstein brings twenty-five years of experience to his role as President and CEO of Green Planet Bottling. He was one of the original partners of Naked Juice, which the partners grew and then sold to Chiquita Brands. Danny also served as chief operating officer of Odwalla.

Along with his wife and DASH Advisors (www.dashadvisors.com) partner, Janet DiGiovanna, Danny has advised and grown many early-stage beverage companies into powerhouse brands, including POM Wonderful, O.N.E. (One Natural Experience), Tazo and many others.

Rubenstein will guide Green Planet Bottling to the next level with aggressive retail growth and regional expansion, reaching consumers across the entire US. "Green Planet has created the better bottled water solution with a 100% plant-based bottle, and I'm looking forward to working with our team as we build Green Planet into a leading national brand," says Rubenstein.



Janet DiGiovanna, Chief Marketing Officer

Janet DiGiovanna also brings twenty-five years experience in the natural products industry, as well as a powerhouse background in beverages. She was a special advisor to POM Wonderful for their first three years.

With a background in formal agency marketing and advertising, she launched her career at BBDO in New York. Her secret talent is a "sixth sense" for spotting brands and trends with big potential. She chooses to work with innovative, category-creating companies that bring forth healthy products to increasingly health conscious consumers and the general population.

At Green Planet, DiGiovanna provides strategic leadership on all marketing fronts, including advertising and public relations issues for the company, social media, special events, brand partnerships and alliances.

About Green Planet Bottling

Founded in 2009, Green Planet Bottling is the leading bottled water company to market a 100% plant-based bottle. Offering the better bottle solution, Green Planet's bottle is recyclable, reusable (when hand-washed between uses), petroleum and BPA free and will commercially compost in just 84 days.¹ The water in Green Planet's bottles is vapor distilled for purity with minerals carefully added for taste. It is bottled regionally for distribution, reducing transit miles and total carbon footprint.

Page 2, Green Planet Leadership Bios

Green Planet Water is available to consumers at supermarkets including Albertson's, Lucky, SaveMart, Lunardi's, Nugget Markets and Mother's Markets in the Western US.

Travelers will find Green Planet Water in many international airports, including San Francisco, San Jose, Phoenix, San Diego, Ontario and Portland, Oregon, as well as in hotels such as the SF Hilton, The Del Coronado in San Diego, Mandarin Oriental in Miami, and Hotel Felix in Chicago. In addition, it can be found in museum cafés around the US, including the California Academy of Sciences and The Chicago History Museum.

It is served at Apple, Inc.'s corporate headquarters and many fine dining restaurants such as Greens in San Francisco. Health, wellness and sporting facilities (Yoga Works), various golf and country clubs, as well as college (University of California at San Diego) and high school campuses across the US have embraced Green Planet Water for their members and students.

For the latest updates on Green Planet Water distribution, news and special events, please visit the Green Planet **Facebook** page: www.facebook.com/GreenPlanetBottling .

#

¹ From independent study by Biodegradable Products Institute, <http://www.bpiworld.org/>