



5660 New Northside Drive – Suite 500  
Atlanta, Georgia 30328  
Ph: 770-933-1400  
Fax: 770-956-9495  
www.water.com

**For Immediate Release**  
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## **DS Waters Expands Its Commitment To Fight Breast Cancer By Acquiring Athena Brand Bottled Water From Non-Profit Athena Partners**

Atlanta, GA - DS Waters of America, Inc. announces the acquisition of Athena brand bottled water and other assets from Athena Partners, a non-profit corporation headquartered in Seattle, WA. The brand Athena and the Athena Partners organization were founded in 2003 by Trish May, herself a breast cancer survivor, to raise money for women's cancer research, awareness and education. DS Waters is a U.S. operated bottled water, water filtration and coffee service company with distribution across the United States and is one of the nation's leading companies in home and office bottled water delivery.

"The powerful combination of a leading bottled water company and a popular socially responsible brand will enable us to raise awareness and funds for the breast cancer cause on a level never before possible. This is a dream that both Athena Partners and DS Waters share," said May. The transaction will result in a national brand of bottled water that devotes funds throughout the year to find the cures for breast cancer. The Athena brand and other DS Waters' initiatives target a sum of \$1 million to be raised over the next three years for breast cancer research, education and awareness.

"It's a meeting of the minds and a melding of causes," stated Dillon Schickli, CEO of DS Waters. The Athena brand acquisition will be in addition to the current DS Water's relationship with Susan G. Komen for the Cure® and its promise to end breast cancer forever.

According to Tom Harrington, Chief Operating Officer of DS Waters, "In the coming months we plan to make Athena available on a national basis to those who desire to align themselves in support of this worthy cause."

"The concept is simple yet powerful," stated May. "By choosing the Athena brand of water with its distinctive pink-ribbon label, consumers and businesses are empowered to join in the fight against breast cancer. Together, we're going to save more lives."

The product was named after the Greek Goddess Athena, who is known for her strength, courage and wisdom. The intent was to inspire consumers in pursuing the cause of finding the cures for breast cancer and encourage those fighting the disease on a personal basis. One in eight women will be affected by breast cancer during her lifetime.

Non-profit Athena Partners has an impressive record of contributions to the cause; 100% of its net profits have gone to organizations such as the Fred Hutchinson Cancer Research Center, University of Washington Medicine, Swedish Medical Center, Virginia Mason Medical Center and Hospital, Overlake Hospital Medical Center and Evergreen Hospital Medical Center, as well as to such organizations as Gilda' Club and Cancer Lifeline.

DS Waters of America, Inc., has been an active partner with Susan G. Komen for the Cure® since August 2009.

**About DS Waters:**

Created in 2003, DS Waters is the producer and distributor of home, office, and retail bottled water, water filtration and office coffee products across the United States under the brand names Abita Springs®, Alhambra®, Belmont Springs®, Crystal Springs®, Hinckley Springs®, Kentwood Springs®, Nursery® Water, Sierra Springs®, Sparkletts®, and Roast2Coast®, a coffee delivery service. The company, headquartered in Atlanta, Georgia, is one of leaders in the U.S. home and office water delivery, focusing on three and five gallon, one gallon and single serve bottled water products. The Company's drinking water products are bottled at 37 manufacturing facilities, , and then delivered to in excess of a million homes and offices, as well as retail establishments across the country. The DS Waters workforce includes approximately 4,400 associates in 41 states. DS Waters and its associates provide safe drinking water to communities during emergencies such as hurricanes, fires, floods, droughts and other natural disasters. Visit [www.water.com](http://www.water.com) or [www.nurserywater.com](http://www.nurserywater.com) for more information.

**About Susan G. Komen for the Cure®:**

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure®, we have invested more than \$1.5 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit [komen.org](http://komen.org) or call 1-877 GO KOMEN.