



For Immediate Release

July 20th, 2013

Media Contact:

Shanna Baccari, Karma Culture, LLC.

585.218.0022 ext.104

Shanna.baccari@drinkkarma.com

Vitamin Water Lawsuit Sheds Light on Vitamin-Enhanced Water Category Claims

Pittsford, N.Y. — In recent weeks, news has spread about litigation surrounding marketing claims made by Coca Cola's Vitaminwater brand. The spotlight on this brand has caused consumers and the media to question the true benefits of products within the vitamin-enhanced beverage category.

Renowned beverageist and Jolt Cola creator C.J. Rapp launched Karma Wellness Water with his partners in 2011 after learning that some vitamins deteriorate in water. To craft a product that delivered real benefits, an advisory board including board-certified physician nutrition specialist Melina Jampolis, M.D., noted nutrition researcher and professor Jeffrey B. Blumberg, Ph.D., and sports medicine specialist Michael D. Maloney, M.D., was formed. Karma's patented cap technology allows the consumer to mix vitamins and water at the point of consumption, maximizing potency.

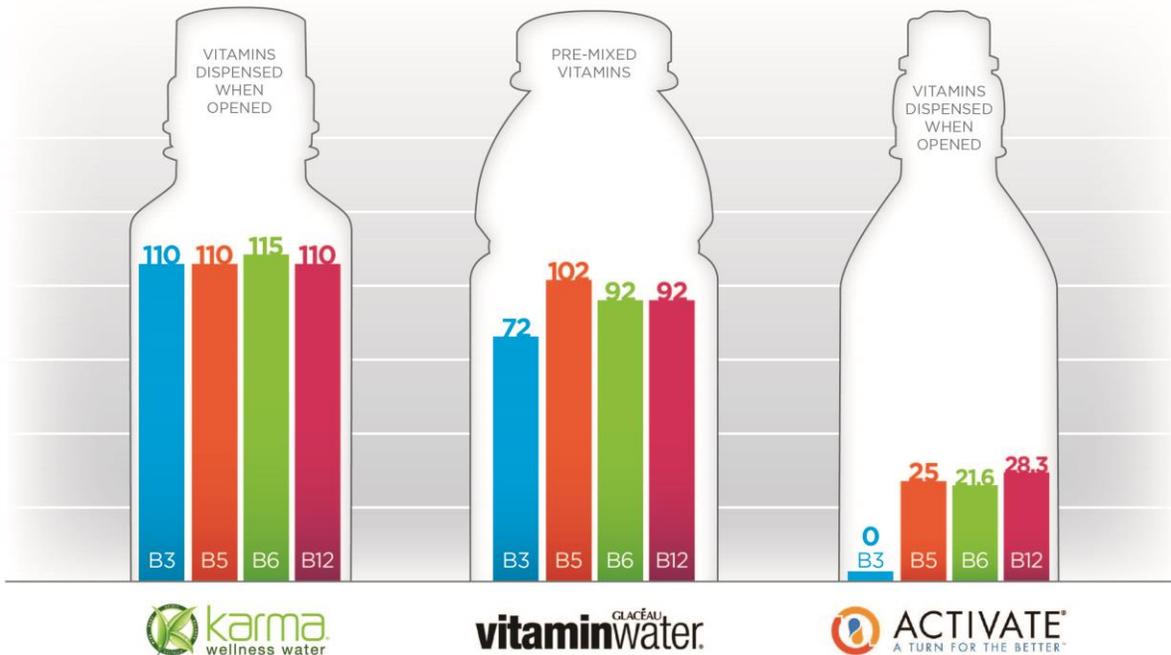
"Slick marketing and big advertising have tricked many consumers into thinking they are consuming a healthy beverage, when they are really drinking a soft drink," said Rapp. "With Karma Wellness Water, we set out to distribute a product that represents goodness – for the body, for the mind, in the community. We did not choose the name Karma lightly, and we believe that when you do something positive, you get something positive in return."

Court briefings show that attorneys representing Coca-Cola and Vitaminwater claimed "no consumer could reasonably be misled into thinking Vitaminwater was a healthy beverage."

The infographic below illustrates the discrepancies in vitamin potency between some of the market's leading vitamin-enhanced beverages.

AVERAGE % OF B VITAMINS IN 3 TOP ENHANCED WATERS

Percent of daily values based on a 2,000-calorie diet*



*Vitamin potency decreases over time when added to water. The above percentages do not reflect this decrease.

SOURCES (7.30.13):

- Karma Water - www.drinkkarma.com
- Vitamin Water - www.vitaminwater.com
- Activate Water - www.activatedrinks.com

For more information on Karma Wellness Water or to schedule an interview with Dr. Jampolis, Dr. Blumberg, Dr. Maloney or C.J. Rapp, please contact Katie Redmond at katie_redmond@dixonschwabl.com.

About Karma Culture LLC

Karma Culture LLC, based in Pittsford, N.Y., is a manufacturer of naturally enhanced, flavored spring water. The company was co-founded in 2011 by beverage industry veterans and innovators CJ Rapp and Jeff Platt. Working with an expert management team, including Lowell Patric, chief financial officer, and Darren Coon, an engineer with expertise in innovation and design, the company's Karma[®] Wellness Water provides unprecedented levels of vitamins and nutrients in a mix-to-drink form. The line includes five functional varieties, each meticulously formulated to deliver distinct wellness benefits for mind, body, spirit, balance and vitality. Karma was born from the universal truth that if you do something positive, you'll get something positive in return. It meets the needs of people with active lifestyles who are looking to make good choices that will positively impact their health. For more information about Karma Wellness Water, visit www.drinkkarma.com.

###