



For Immediate Release

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Karma® Wellness Water Now Available Nationwide.

Pittsford-based Karma Culture LLC expands beverage distribution online

Pittsford, N.Y., July 16, 2012—Karma Culture LLC today announced that after a successful regional launch in the Northeast, Karma Wellness Water is now available for purchase online at amazon.com and drinkkarma.com, making it easy for consumers nationwide to enjoy good karma.

“We have received a great response and positive feedback from consumers and retailers about Karma Wellness Water,” said CJ Rapp, CEO and co-founder, Karma Culture LLC. “The demand for a fresh, healthy beverage that delivers on its promise has been the driving force for this national distribution.”

Each Karma variety will be sold online in cases of six and 12. A “rainbow pack,” including four bottles of each of the five flavors is also available for online purchase. In addition, Karma Wellness Water is available in select grocery, convenience, and drug store chains, including Wegmans Food Markets, Tops Friendly Markets, Price Chopper, Sheetz, and CVS Pharmacy. Distribution has also expanded to a diverse range of yoga, fitness, and wellness clubs throughout the country.

“We are very encouraged by the consumer response to Karma Wellness Water,” said Dave Mongillo, category manager, Price Chopper. “Sales of Karma continue to exceed expectations. It is now a featured beverage at Price Chopper.”



To ensure quality and effectiveness, Karma Culture is now working with three of the country's top nutrition and fitness experts—Dr. Jeffrey B. Blumberg, Dr. Melina B. Jampolis, and Dr. Michael D. Maloney.

- Dr. Blumberg is a professor at the Friedman School of Nutrition Science and Policy and the director of the Antioxidants Research Laboratory at Tufts University.
- Dr. Jampolis is an internist and board certified physician nutrition specialist, and currently serves as the diet and fitness expert for CNNHealth.com.
- Dr. Maloney is a board certified orthopaedic surgeon, and director of the Orthopaedics' University Sports Medicine and professor of Orthopaedics at the University of Rochester Medical Center.

“Scientific advances in our understanding of ways to formulate wellness beverages now provide us with the capacity to deliver functional ingredients that contribute to the promotion of health,” said Blumberg, who will be involved in directing the formulation of Karma. “It is exciting to have this opportunity to help a company committed to this objective.”

Karma Wellness Water is available in five natural varieties, each containing 110 percent of the recommended daily allowances of vitamins A, B3, B6, B12, Niacin, D, and E. Karma Wellness Water begins with a gift from Mother Nature in the form of pristine spring water, while many competing brands use filtered municipal water. Karma is naturally sweetened with a blend of stevia and pure cane sugar. Each 18-ounce bottle contains only 20 calories and is free of preservatives, gluten, and lactose.

In stores, Karma Wellness Water is currently being sold by the bottle at a suggested retail price of \$2.39 to \$2.89. It is available online through amazon.com and drinkkarma.com at a rate of \$24.92 (plus shipping) for a case containing 12 bottles.



For more information about Karma, visit www.drinkkarma.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.

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