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Press Release



For immediate release

Root7 launch new innovative product: Aquatina collapsible drinking bottle.

- **London, 16 July, 2010:** Root7 is pleased to announce the launch of the Aquatina - an economically friendly, collapsible drinking bottle. Root7 will be stocking the Aquatina and will be distributing the Aquatina to its wholesale customers across the UK and Europe. We are also selling the Aquatina through various online sales channels.
- This exciting new product is available for purchase for the general public now through The Water Delivery Company at <http://www.thewaterdeliverycompany.com/index.php?id=drinking-water-bottles>. The Aquatina has a capacity of 500ml when fully extended and collapses down to 1/3 of its original size and is then easily fitted into a pocket or a handbag.
- To transport one litre of bottled water takes about a quarter of a litre of oil and seven litres of water, refilling an Aquatina time and time again is extremely environmentally friendly. The Aquatina has been launched alongside the 'Find a Fountain' campaign which will help Londoner's to refill their drinking bottle at locations across the capital. <http://www.findafountain.org/>. We are working on extending this information service across the UK.
- Interested retailers should first contact Tom Carmichael on 0845 500 1215.

For all press enquires please contact Robert Ingram. 0845 500 1215 Email:
contact@root7.com

About Root7:

Root 7 is a holding company for a number of ventures. Information regarding all of their products and services can be found at www.root7.com :

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AQUATINA the pocket bottle

- Easy to clean and dishwasher safe
- Light and portable
- Designed to be used again and again
- Environmentally friendly

AQUATINA™



flexible volume



expands easily



Just add water!

traveling



at work



cycling



jogging



gym



take it anywhere!

fits in your hand...



WWW.ROOT7.COM

For more information please email contact@root7.com
or call us on 0845-500 1215 to talk through purchasing options.