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## **1 LITRE™ NAMED BEST OVERALL CONCEPT AND BEST BOTTLE AT 2007 BOTTLEDWATERWORLD AWARDS**

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**1 LITRE™ NAMED BEST OVERALL CONCEPT AND BEST BOTTLE  
IN PET AT 2007 BOTTLEDWATERWORLD AWARDS**

World-Class Spring Water with Revolutionary Patented Integrated Cup Receives  
Top Honors During 4th Global Bottled Water Congress in Mexico City

Toronto, Canada (September 14, 2007) – 1 litre™, an award-winning spring water with a revolutionary patented integrated cup, announced today that it won two 2007 bottledwaterworld awards, which honor product and packaging innovation, marketing creativity and overall design excellence in the bottled water industry.

Canada-based 1 litre was named both Best Overall Concept and Best Bottle in PET, beating out a record number of competitors this year, including beverage giants Nestle and the Coca-Cola Company. Winners were revealed last night, September 13, at an awards ceremony during the 4th Global Bottled Water Congress in Mexico City.

“We are thrilled to have been named Best Overall Concept and Best Bottle in PET in an awards program that has become so competitive,” said Mitch Sibonney, COO of 1 litre. “These honors validate our revolutionary design concept and we are extremely flattered to receive top marks from such an esteemed group of industry experts.”

Considered the overall winner of the competition, 1 litre was singled out for its uniquely designed proprietary bottle and for developing a sophisticated and elegant PET bottle that is a desirable and safe poolside or spa resort option. The judges all agreed that the bottle’s

visual impact along with its design originality, ergonomics and technical innovation means that the winning entry is an innovation the bottled water industry will take pride in.

Now in its sixth year, the bottledwaterworld awards are the only contest solely dedicated to recognizing the innovative design and marketing efforts made by companies within the bottled water industry. The awards span all areas of commercial creativity such as determining which packaging formats for water are the most attractive and effective as a frontline marketing tool. The categories this year also cover developments in functional and designer waters, with further awards for best label, best marketing campaign, best website and best children's concept.

The 2007 bottledwaterworld awards attracted a record 169 entries from 32 countries. The awards judging event was held on August 6 at the Sheraton Hotel in Heathrow, London by a prestigious line up of independent judges. Judges included Zenith International Publishing Manager Bill Bruce; Heather Taylor from NSF International; Iain Ferguson from Co-operative Retail; Miguel Fresquet from O-I Europe; Claire Nuttall from Dragon Brands; Lianne van den Berg from Claessens; Jon Cowan from CCL Decorative Sleeves; Fiona Mathews from Earth Champions Foundation; and Nayl D'Souza from bottledwaterworld magazine.

#### About 1Litre

1 litre is an award-winning water drawn directly from two pristine sources in Canada and the USA. Its revolutionary design, which features an integrated cup, combined with a uniquely fresh, crisp, invigorating taste, has made 1 litre a must-have at the finest hotels, restaurants, casinos, spas and resorts in over 24 countries. The product is available in one litre and one half-litre sizes. For more information, visit [www.1litre.com](http://www.1litre.com).

#### **For more information:**

Visit: <http://www.1litre.com>

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