



**FOR IMMEDIATE RELEASE**

**Press Contact:**  
Rob Six  
(310) 966-3517  
rsix@fijiwater.com

**FIJI WATER ASSURES CONSUMERS THAT ITS PLASTIC BOTTLES ARE SAFE AND CONTAIN NO BISPHENOL A (BPA)**

LOS ANGELES (September 16, 2008) – FIJI® Water, the leading premium bottled water brand in the United States, reassured the public today that none of its products are packaged in plastics that contain Bisphenol A (BPA). This additive, which is commonly found in polycarbonate containers, was recently mentioned in a study published by the Journal of the American Medical Association. The company went on to mention that it has never used Bisphenol A to make FIJI Water bottles.

FIJI Water uses one of the highest grades of plastic called PET (polyethylene terephthalate). The Federal Drug Administration (FDA) and other health organizations have approved PET plastic as a safe food packaging material. PET offers similar properties to glass, but is lighter, far safer in terms of breakage and is fully recyclable. FIJI Water's use of PET during the production process yields bottles of the greatest clarity and strength to ensure the purity and taste of the water. The strength of FIJI Water's PET bottle prevents chemicals from leaching into the water.

Consumers seeking to differentiate PET from polycarbonate containers can look for the number inside a container's recycling symbol. Polycarbonate is one of many plastics listed as a #7, while all PET is identified by a #1.

**About FIJI Water**

FIJI® Water, a natural artesian water bottled at the source in Viti Levu (Fiji islands), is the #1 imported bottled water brand and the top selling premium bottled water in the United States. A product of one of the last virgin ecosystems on the planet, natural pressure forces FIJI Water out of its aquifer deep below the earth's surface and into iconic square bottles through a sealed delivery system free of human contact. FIJI Water has been top-rated in taste tests among bottled waters by *Chicago Magazine*, *Cook's Illustrated Buying Guide*, *Every Day with Rachael Ray*, *Men's Health* and others.

FIJI Water is available in four convenient sizes to suit any lifestyle. The 330 ml (11.16 oz) or Lil'FIJI, 500 ml (16.91 oz), 1 L (33.81 oz) and 1.5 L (50.72 oz) bottles are available in single serve and/or multi-packs at leading retail locations, and are also served at select hotels, restaurants and gourmet shops. FIJI Water is also available for home delivery in the continental United States at <http://www.fijiwater.com>.

###