

## New Look; Same Great, Super-Clean, Crisp Taste

To further reinforce Penta's clean, premium, upscale image, Penta's bottle label and logo have been changed.

The most notable changes on the label are the "Penta" name is now bolder, the cluster of molecules has been broken apart to give the molecules the appearance of movement, and the product description is now "ultra-purified premium drinking H<sub>2</sub>O." Also, the "arsenic free," "chlorine free," and "MTBE free" have been moved to the side. "Chromium VI free" and "Super Pro" were dropped after focus groups revealed many didn't comprehend their significance.

In addition, a few other elements were added. These include the kosher for Passover symbol and a somewhat mysterious "13/Eleven" statement that most hardcore Penta drinkers should be able to decipher.

The new label for the .5-liter sample and 1.0-liter bottles feature additional verbiage about Penta's uniqueness. (See insert right.)

**WELCOME TO THE FOLD HYDROPHILE.**  
*(Hydro-phile) n. - one with an affinity for water.*  
*In this case, it's not just any water. You hold in your hands one of the rarest substances on earth: ultra-pure drinking water. Water that's gone through a 13-step, 11-hour purification marathon. Water that will leave you hydrated from your lips all the way down to your mitochondria. It takes only a few bottles to fully appreciate the Penta difference, so visit [pentawater.com](http://pentawater.com) to find your next serving.*

To "top it off," a purple cap will replace the previously clear cap.

"Everybody knows when you see a purple label on a bottle that it's Penta," said William D. Holloway, inventor of Penta water and CEO of Bio-Hydration Research Lab, Inc. "Now with the addition of a purple cap, you can't miss it."

In conjunction with the label changes, a new case design is in the works. Also, the 1.0-liter bottle will soon match the .5-liter bottle with a wave pattern on the lower half.

"This new packaging will give our premium brand even more unique recognizable characteristics," said Holloway. "But Penta's most important characteristic will always be its super clean, pure taste."

This new packaging made its official debut at the 2005 Natural Products Expo East show in Washington, D.C. this month. Expect to see Penta's new look to start showing up in stores during the next few months.

**Out with the old bottle label (left) and in with the new label, and cap (right). Great-tasting Penta is still inside.**



## Message From the CEO: Who Made Penta Water So Successful? You!

Penta water has now been commercially available for five years. In that short span, it's risen out of obscurity to become known as a premium water for health conscious individuals who want only the very best for their body. Quite remarkably, our .5 liter has also been the no. 1 selling bottled water in health food stores since 2002. Because of Penta's great success, it's only appropriate I take this opportunity to thank those who have made this possible: our customers.

Our customers run the gamut. From young children engaged in sports leagues who are looking for that extra edge to the teenagers who are concerned about their skin complexion to active, health-conscious adults to senior citizens (such as myself) who are looking for more energy and ways to take better care of themselves.

In addition, many who suffer from chronic health and/or weight



**William D. Holloway**

problems are Penta customers. In fact, these individuals are the ones who tend to reap the largest benefits from proper hydration.

Penta drinkers also include professional football, baseball, basketball, and hockey players, triathletes, Olympic swimmers, surfers, and many other athletes. Plus, business people and celebrities with demanding jobs love Penta because it helps them stay in great shape to work

long hours.

No wonder we're hearing about more and more health and fitness experts recommending Penta water.

Thanks to all of you!

William D. Holloway, CEO of Bio-Hydration Research Lab, Inc.

## Penta's Movie Cameos

Last month we told you all about Penta water's cameos in various television programs. This month we'll take a look at Penta's product placements in movies. Here's a quick synopsis of what we know about each of them:

**AmerAsian** ([www.amerasianfilms.com](http://www.amerasianfilms.com)) revolves around Eric, an American-born Asian athlete who assumes a young baseball player's identity in order to find his way back into college. When he falls for Monica, his coach's all-American, but manic-depressive and sexually abused daughter, he is forced to overcome spiraling ethical, generational, and emotional adversity in order to survive his only season. It will debut during the 2006 film festival circuit. It was shot this summer in Los Angeles.



**AmerAsia** stars **Cris Smothers** as **Monica** (left) and **Roger Lim** as **Eric**.

"Ten of our 77 scenes are set in a neighborhood convenience store where the two male leads work," said Roger Lim, who wrote, directed and produced the feature. "We will subtly show Penta water in most or all of these store scenes."

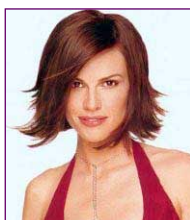
Penta's 1-liter black "wave rack" was also provided to this film.

In **The Basement**, an explosion has ripped through an inner city office block, trapping three people inside. The only safe place is the basement. Airtight and secure, three young adults seem safe from the raging fire and poisonous gases outside. That is until the slow realization that there is only one way out... And behind that door is the fire.

"This is more of an 'art house film'—fully improvised with theater based actors up for the challenge, who are trapped in a basement and contemplate their lives at their last hours," said Producer Johnson Millar. "The film was shot in one location—a basement. There is plenty of exposure of Penta water throughout, including many occasions where the cast drink the water."

This film was shot in March 2005, with plans to send it to various European and British film festivals.

**Beautiful Ohio** is Accomplice Films' first feature. This newly formed film and television production company was founded by two-time Academy Award-winning actress Hilary Swank, Emmy award-winning actor/director Chad Lowe, and producer Mark Burton. Academy Award-winning actor William Hurt will star in the film.



**Hilary Swank**

According to Victoria Krikorian, a production representative for the film, when actress Michelle Trachtenberg saw Penta on the set, she was very happy and exclaimed, "It's the best water!"

With psychological perceptiveness and ever-present humor, the

story follows the coming of age of an entire family amid the chaotic social changes of America in the early 1970's. Shooting begins this fall in the Brooklyn, New York area.

### **National Lampoon's Cattle Call**

is about a group of friends who start a fake casting agency to meet women. It stars Thomas Ian Nicholas (American Pie), Jenny Mollen (Angel), Andrew Katos (Push), Diedrich Bader (The Drew Carey Show) and Nicole Egger (Baywatch). It will also feature cameos by Jonathan Winters and Paul Mazursky. The film was shot in August 2005 in Burbank, Calif., and will be released during spring break 2006.



**Jenny Mollen** (above) stars in **Cattle Call**. One scene (left) shows an empty Penta case on a homeless man's cart.

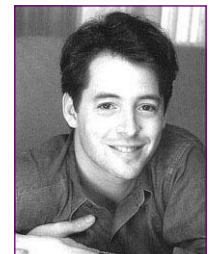
"The dining scene featured a lot of the Penta signs and Penta displays," said William Veve, a production assistant for the film.

**Checking Out** is a movie starring Peter Falk who delights as nonagenarian Morris Applebaum, inviting his grown children to his suicide party, in this lighthearted look at the closing years of a full life. It has already appeared at several film festivals.



**Peter Falk** and **Laura San Giacomo** in **Checking Out**.

**How to Eat Fried Worms**, starring Matthew Broderick, is about a 10-year-old Billy Forrester who moves to a new town with his brother and parents. On his first day in his new school, Billy falls foul of the school bully, Joe, who challenges him to eat 10 worms. Desperate to find acceptance, Billy agrees to the bet and in carrying it out, finds unexpected friends.

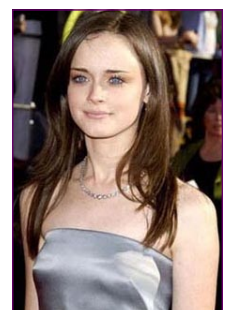


**Matthew Broderick**

Walden Book started a production company called "Walden Media" and is making G-rated films from the most well-known children's books. They are currently shooting this movie in Austin, Texas with a plan to release it in 2006. According to our contact with this movie, "I can get [Penta] exposure all the way through."

**I'm Reed Fish** is a drama focused on three residents of the same small town: a radio DJ (Jay Baruchel), a convenience store owner (DJ Qualls), and the local beauty (Alexis Bledel). It's scheduled to be released in 2006.

"We plan to place the bottles in Reed's kitchen in the background, and also in Kate's car



**Alexis Bledel**

See **Movie Cameos**, p. 3...

## Movie Cameos (continued)

between the drivers seat and the passenger seat," said Diana Colclough of Blackstar Independent. "We are also using 50 extras so I will have a proportion of the extras holding and drinking from the water bottles."

**Light Year's Away**, by award-winning writer/director Bryan Michael Stoller (author of "Filmmaking For Dummies"), and Producer Gloria Everett, is a family-rated film about an astronomer that discovers a beautiful soul mate, but she's from another galaxy.



The promotional poster for *Light Year's Away*.

The film stars Christopher Knight (Peter Brady from "The Brady Bunch"), Academy Award winner Eric Roberts, Adrienne Curry (last years winner of UPN's "America's Next Top Model"), and Andrew Firestone (Firestone heir and star of reality TV's "The Bachelor"). The film is scheduled for a 2006 release.

"We're interested in featuring Penta water on screen in the movie as a visible product placement," said Everett. "We like the taste of it, the high-tech look of it (as it fits with our astronomy theme) and with a shooting schedule that includes lots of exterior scenes, staying well-

hydrated is a priority."

Stoller followed up after the film was shot and added, "Penta is all over the movie! We've shown it in a lot of scenes."

**Waterborne** portrays the story of a fictional terrorist strike on the water supply of Los Angeles. There are three intertwining story lines set against the backdrop of a catastrophic water contamination and how individual characters respond in a crisis situation. These three "slice-of-life" vignettes intersect at various points throughout the screenplay, culminating in an explosive climax that will forever change the lives of all those involved.



Terrorists tamper with Los Angeles' water supply in *Waterborne*, rendering bottled water—like Penta—the only safe water to drink.

"In the film [Penta] will be featured in the convenience store owned by one of the main characters where a lot of action takes place. Penta may also be featured in a scene where two different characters are given water by a girl," said Anisa Qureshi of Drops Entertainment. Incidentally, the water tampering happens in the aqueducts of Los Angeles and not at a bottled water plant.

The film debuted at film festivals this year.

## Penta Gives Me Beautiful Skin and More Energy

I have been drinking Penta for over one year now. I was diagnosed with stage 3 breast cancer in 2003.

After exhausting chemo and radiation, I happened to come across Penta info at a Vons store in Thousand Oaks, Calif. I started drinking a case a week and my life has changed! I have more energy then ever.

The chemotherapy had exhausted me and I found it hard to exercise after treatment. Penta did something for me, I can't quite explain it. My skin is beautiful for my age and I have more energy than all of my friends. When I travel to Connecticut I have my mom go out and get me a case before I get there. When I was at UCLA in January and April of this year for surgeries I had my husband bring me a case so I could recover faster. I ended up giving bottles of Penta to all the nurses to help them move faster!

### Customer Spotlight: Shelley Rock



All of my doctors have received Penta from me, I have even given it to the mailman to try! I just got back from Mexico and I knew I would not find it there. My poor husband had to carry a bag full of bottles of Penta on the plane—no way will I check my Penta!

The reason I sent you a close up picture of myself (left) is so you can see how good my skin looks at 48. This is all due to my one case a week habit of Penta.

Also, my endurance on the treadmill has tripled since I began drinking Penta. I am running three miles per day

Gotta go; I have not had my Penta yet this morning.

*Do you want to be in the Customer Spotlight? Then tell us why you're passionate about Penta, and e-mail your story—along with your photo with Penta—to [pentasplash@pentawater.com](mailto:pentasplash@pentawater.com).*

## News Briefs

**Another Star Stocks Up on Penta.** Frankie Muniz, star of Fox's *Malcolm in the Middle*, was in the Brentwood Whole Foods store in Los Angeles, Calif., recently and bought about 15 cases of Penta, according to Whole Foods Grocery Manager Rigo Garcia. All those who helped load the Penta in his brand new Range Rover were tipped generously. "He said he liked that [Penta] water," said Garcia. "He was a nice guy." Garcia added that Hollywood stars regularly purchase Penta water at his store.



Frankie Muniz



**Penta an Illegal Substance?** Well, not actually, it's more of a *substance* for a Phoenix-based band called *Illegal Substance*. The band brings Penta to all of their shows and movie shoots.

The band was introduced to Penta by a sales clerk at Whole Foods in Phoenix. "He informed us that we would get hydrated faster and look so much cooler if we chose Penta," said Vocalist Ryan Walker. "He gave us a info packet and we were hooked!



**Illegal Substance (left to right): Evan Nichols, Brandon Overly, Ryan Walker, Rowdy Duncan, and Chase McKee.**

"We have an energetic live show and need any edge we can get to keep the crowd hyped. Penta works!," added Ryan "Your water rocks and I personally love it. Great job."

Send your Penta Splash news briefs to [pentasplash@pentawater.com](mailto:pentasplash@pentawater.com).

## Customer Comments

*I have recently begun drinking Penta and LOVE it!*  
June B.

*I recently bought Kevin Trudeau's book "Natural Cures," and since then everything that I buy I have to read all the labels. Kevin said in his book that fluoride and chlorine are in all the water that we drink—but, we shouldn't put those ingredients in our bodies because they are toxins. So his book has made me a lifetime Penta drinker. I have spent a lot of time trying to find a water that does not have these two ingredients: and Penta water is the only bottled water on the market that offers clean water. The water just tastes different—it doesn't have the "after" taste like some waters. And, I will never drink tap water again.*

*Thanks for making water clean again.*

Kisha T.

*[My daughter] has definitively been able to see real results and overall improvement in her running with the use of Penta water and will continue to be a loyal supporter of your product.*

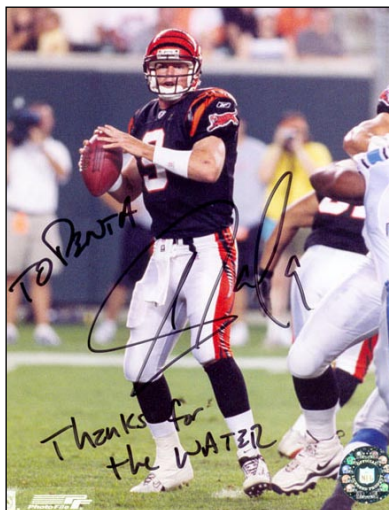
Jane B

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Send comments, stories, photos, subscriptions to: [pentasplash@pentawater.com](mailto:pentasplash@pentawater.com).

## Penta People Update: Palmer Hot; New Converts Announced

**Palmer has Bengals on Fire.** Quarterback Carson Palmer has the Cincinnati Bengals off to an impressive 3-0 start this season, their best start in 15 years. In defeating the Browns, Vikings and Bears, Palmer has completed 69 out of 97 passes for 786 yards, which includes 8 touchdowns and just 2 interceptions.



**Carson Palmer's signed 8x10 photo hanging in Penta's lobby.**

Of course, we at Penta would like to think it's the water he's drinking that's making all the difference.

"Penta water is the best water I've ever had. I've spread the word to my teammates, to my coaches, and to my trainers—and they all agree," said Palmer. "It's awesome."



**Penta a Hit in Baseball.** It happened again. More professional sports players have become "addicted" to Penta. Here are three professional baseball players who have just joined the Penta fold:

*My body is my responsibility, and I have to ensure that each day I can perform at my peak. Penta water gives me the ability to reach that peak and sustain it over a longer period of time. I couldn't be my best without the best in liquid hydration, Penta.*

– **Michael Barrett**, Catcher, Chicago Cubs



*The first time I drank Penta water I couldn't believe the difference in the way my body reacted. It has given me an edge not only physically, but mentally as well. I believe that I have an edge over the majority of my competition. It's a little secret I hope doesn't get out too quickly!*

– **Mike Maroth**, Pitcher, Detroit Tigers



*Penta water is amazing! I will try anything, and just like most out there thought: "Hey it's water, how much different can it be?" Well, I was wrong. The water is addicting for anyone with an active lifestyle. I don't care what sport it is—baseball, football, basketball, running—your body is a machine and needs to operate at the highest level. Penta water gives you that ability, and you're not being fair to your body if you aren't.*

– **Brian Moehler**, Pitcher, Florida Marlins

