

3x Olympian Amanda Beard Helps Penta Make a Bigger Splash Nationally

To celebrate Amanda Beard's birthday this month (born Oct. 29, 1981), *Penta Splash* is not only featuring her in this month's *Penta People Spotlight*, but we're honoring her with our lead story. She's done a tremendous job in helping increase awareness of Penta, including getting Penta mentioned in the nation's largest newspaper, *USA Today*, earlier this year.

Beard is a three-time Olympian who has earned a total of seven medals: two gold, four silver, and a bronze. Her accomplishments are amazing. She was the second-youngest Olympic medalist in American swimming history when she won two silvers and a gold at the 1996 Games as a 14 year old. Seven years later she tied the world record in the 200m breast, winning her first World title in 2003. Beard later claimed sole possession of the 200m-breast world record when she lowered her own mark at the 2004 Olympic Trials. In Athens she became the first U.S. woman since 1968 to win Olympic gold in the 200m breast. She also owns eight U.S. National titles.

If that's not enough, by the closing ceremonies of 2004's Olympic games, Beard was the most requested female athlete on Google, MSN, Yahoo! and Lycos. She followed that up with being voted ESPN's Hottest Female Athlete, appearing in the Sports Illustrated swimsuit edition, and being featured on the cover of *FHM* and *Women's Health & Fitness* magazines.

Penta water had the opportunity to interview Olympic gold medalist swimmer Amanda Beard in September 2004, shortly after she became one of our Penta People.

Q: *Undoubtedly, there are many companies who would love to have Amanda Beard endorse their product. But you seem very selective as to which products you'll stand behind as you only have a handful of sponsors on your Web site (www.amandabeard.net). Why did you choose to endorse Penta water?*

A: Well, one thing is I'm not going to endorse a product that I don't truly believe in. That would be pointless for me. Something like Penta water I actually do drink. It's behind me in my blocks when I'm

racing, it's behind my blocks when I'm working out, and I drink it as part of my daily routine. I wake up, and I have Penta water in my hand. I'm drinking it while I'm shopping, working out—everything I do, Penta's there.

Q: *Why did you choose Penta?*

A: I just think Penta is one of the best-tasting waters out there. It's the purest. It's crisp. It's clean. And it doesn't leave an after taste. It's wonderful. I love it.

Q: *How long have you been drinking Penta water?*

A: I've been drinking Penta water for a couple of years now, probably two years. I'm very happy, very satisfied.

Q: *How do you feel Penta enhances your performance?*

A: *I definitely think Penta keeps me hydrated throughout my workout and my swimming competitions. That's a big part of my training. You know, I have to stay hydrated or else I'll never finish. It's definitely very important to me. It keeps me healthy. Drinking water is definitely a healthy part of my day. Penta is the only water that I've been putting in my body.*

See Amanda Beard, page 2...



Amanda Beard (cont. from p. 1)

Q: How vital is hydration for an athlete who trains as hard as you?

A: Hydration is extremely important. Being an athlete, or being anybody, if you're walking down the street, you should have a bottle of water in your hand, and it should definitely be Penta because you should be putting the purest water in your body.

Q: At the last Olympics in Athens we had a difficult time getting Penta to you. But I heard you were drinking Penta over there. How did you manage that?

A: When I was in Athens, it's hard to get things into the Olympic Village because of security issues and stuff like that. So I had someone sneaking in a couple of bottles at a time. I was getting about five bottles at a time—and five bottles don't last very long. It's only about a half-day supply. I drink about 10 or so Penta waters a day. It's very important to my daily schedule and me. So sneaking them in was kind of hard, but we did it! We were successful!

Q: Were you able to drink it before races? How did that work out?

A: Yes, I carried it around in my backpack the whole time when I was in Athens. When I was on the pool deck, off the pool deck, I was drinking Penta water. It was so hot over there. I had to stay hydrated. It was very important.

Q: Did other athletes see your Penta water and ask what it was?

A: Every athlete saw it, and every athlete was wondering what it was. I didn't have too many bottles to spare, but I did give out a couple bottles so people could taste Penta water. They were very impressed. It tastes fantastic.



Q: We heard that when we donated water to the July 2004 Olympic swim trials in Long Beach, Calif., that all the swimmers were just going crazy over Penta water because they had never tasted anything like it before.

A: I think water is very important to an athlete. When Penta donated so many waters to the Olympic swim trials and people got to have a firsthand experience, they were very impressed by how pure it was. And I think now a lot of those swimmers are going out there and buying Penta water because it is truly the best water on the market.

Q: We had a report that the city of Long Beach thought that their city's bottled water should be used at the event so they dropped some off, but that the swimmers were basically refusing to drink it after they had been introduced to Penta.

A: (laughing) I didn't even taste any of that water, I was just drinking Penta water the whole time.

Amanda Beard currently resides in Tucson, Ariz., with her two dogs, two fish, and attends the University of Arizona studying retail and consumer sciences. She says all of her basketball friends at the university love Penta water and are always trying to "steal" them. "I have to keep a close eye on those boxes, [Penta is] like precious cargo around here," she said.

Beard enjoys interior decorating and can often be found perusing local clothing boutiques (with her bottle of Penta, of course). She's also excited about expanding her involvement into other activities such as appearances, the protection of endangered species, modeling, and other business opportunities. She plans to compete in the 2008 Beijing Olympics.

Happy Birthday, Amanda!

Message From the CEO: Proper Hydration a Key Component of Weight Loss

Do you want an easy way to cut hundreds of calories out of your daily diet? Then start substituting bottled water for your cans of soda. Pure water like Penta has zero carbs, zero calories, zero sugar, and zero fat.

Yes, many diet sodas have zero calories, but many still have other unhealthy ingredients such as phosphoric acid and manmade sweeteners.

One of the reasons you see Penta water on *The Biggest Loser* television show is because proper hydration with clean, quality water is a vital part of any weight loss program. Penta, with its super-clean, pure, crisp taste makes it easy to drink and stay properly hydrated.

Many concerned with weight problems tend to drink Penta water because it gets into the cells very rapidly and speeds up the basal



William D. Holloway

metabolic rate of the cell. When you do that, you're burning more calories. That's a sign that it's making more repair protein to repair the body, which is the normal function of a cell. It simply helps return the body to its normal processes, which is getting the body what it needs. It knows what to do with it.

Make a healthier choice: Choose Penta.

Happy Hydrating!

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

If you have a question or a topic you would like Mr. Holloway to comment on, please send it to pentasplash@pentawater.com.

Couple Discover Penta's "Not Just Another Water on the Market"

About a year ago my husband, Don, and I made a normal visit to our local Ralph's grocery store. On entering the store, we were greeted by a representative of Penta water, who gave each of us a sample bottle of the water. We also received some literature and a CD explaining more about Penta.

Our initial thought was: "Oh, another water company on the market." That thought vanished very rapidly after we tried Penta. There was a difference, and, initially, we did not realize how much difference Penta would contribute to our health. I'm an RN and have survived both ovarian and breast cancer. Our health, and what we eat and drink, are very important to us.

Penta water tasted better, but we also noted changes in our daily physical routines and we felt better. There was a difference worth continuing. When we went back for more, it took a little searching because Penta was not with all the other water. Penta

Customer Spotlight: Don & Patty Smutz



had its own special display rack in the store. It is special and should not be associated with "regular" water. We now have several cases of Penta on hand at all times.

We carry a bottle of Penta with us when we are away from home. Many times we have been asked: "what kind of water is that?" or "did your doctor tell you to drink that water?" We are very quick to tell everyone about the benefits we have noted by drinking Penta water. And no, our doctor was not the first person to tell us about Penta. However, our doctor did see our bottle of Penta and complimented us on our choice.

Even while vacationing in Hawaii (left), Don and Patty Smutz made sure they had Penta with them.

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

Penta Gave National Championship Karate Team the Edge

Gakuji Tazaki and Anthony Weber, both 14, and Rob Gelinas, 15, believe Penta gives them an edge in their karate competitions.

And the evidence is tough to refute.

First, as part of the San Diego Japan Karate-do Center and Karate Mentors Association Competition Karate team, they won the AAU National Karate Championships in Lakeland, Fla., this past summer.

Next, these three young men, as a team, took 3rd place at a championship competition at the famed Nippon Budokan in Tokyo, Japan's version of Madison Square Garden. It was the first time in the 28-year history of this competition foreigners placed at this tournament, which purportedly shocked the Japanese.

En route to their bronze medals in the semi-finals in Tokyo, they won their division by eliminating last year's defending champions in the quarterfinals.

Since drinking Penta, Chief Instructor and Coach Ferdie Allas said, "Their physical duration is much longer, they cramp up less, and their recovery is faster."

"Penta put us at our full potential," said Gelinas, who took home eight gold medals and one bronze medal this summer from international competitions in Japan and the AAU Nationals.

Added Tazaki, "Other water made me feel a little sick and dehydrated. Penta just flowed through me. And I think the taste is different."



Above (left to right) karate champions Gakuji Tazaki, Anthony Weber, and Rob Gelinas. Left, the team after they won the AAU National Karate Championships in Lakeland, Fla.

"When you drink Penta, you can do anything, as if you didn't drink anything," he continued. "You can go running right after, but if you drink [other bottled waters] you just feel like sitting down."

With Penta, it's doubtful these young champions will be sitting down anytime soon.

News Briefs

1.0 Liter Becomes Penta's 3rd Best Seller.

After just one year on the market, Penta's 1.0 liter (33.8 oz.) SKU joined the .5 liter individual and .5 liter 24 pack as the third Penta item to reach "best-selling" status. According to SPINSscan syndicated data, the 1.0 liter became the number one selling 33.8 oz. bottled water SKU in the Natural Foods Channel in August and maintained that position in September.



"The 1.0 liter was something our customers had requested for a long time," said William D. Holloway, CEO of Bio-Hydration Research Lab, Inc., and inventor of Penta water. "The 1.0 liters are more convenient. Those who previously needed four .5-liter bottles of Penta for their daily hydration requirement can now simply grab two 1.0-liter bottles."

Penta's .5 liter has been the no. 1 SKU in the Natural Foods Channel since 2002, and the 24-pack SKU has been a top 10 best seller.



Cruis'en with Penta. The Oct. 24 issue of *Life & Style Weekly* magazine shows actor Tom Cruise with Katie Holmes—with a bottle of Penta water at their side. (Not a surprise, after our July issue reported Cruise bought all the Penta in a Redondo Beach, Calif., store.)

If you have a news item for Penta Splash, please send it and any photo(s) to pentasplash@pentawater.com

Penta People Report

Jessi Stensland Continues her Winning Ways. Professional triathlete and long-time Penta supporter Jessi Stensland continues her winning ways. Here are some of her latest successes:

- Sept. 16: 1st, Fall Fest 5 miler, San Diego, Calif.
- Sept. 17: 2nd, Arden Energy Run 10K, Los Angeles, Calif.
- Sept. 24: 1st, Nautica Malibu Triathlon, Calif.
- Oct. 1: 1st, ITPMan Triathlon, Darien, Conn.



Penta's Lieto Pounces in Pent-icton.

Penta powered Chris Lieto put two years of frustration behind him to capture his second Ironman title Aug. 28 at the 23rd annual Subaru Ironman Canada in British Columbia. Some 2,200 athletes competed for the \$75,000 prize purse and a chance for one of the 100 qualifying spots for the Hawaii Ironman Championships Oct. 15 (story in Nov. issue).



Chris Lieto celebrates his second career Ironman victory.

Lieto, hampered by a stress fracture in his femur and broken ribs in 2004 and a broken wrist earlier this year, came back from his injuries and posted a winning time of 8:33:32, beating the second place Stephan Vuckovic of Germany by three minutes.

"It's just amazing. It's so awesome to finish a race and to win again. It's been a long journey with lots of pains and injuries and crashes the last few years," said Lieto.



Peirsol named honorary Honolulu lifeguard. The City and County of Honolulu, Hawaii made three-time Olympic gold medalist and Penta supporter Aaron Peirsol an honorary lifeguard this

summer in honor of his dedication to water safety and responsible aquatic recreation.

"He knows how to have fun in the water, but he also has a great respect for the ocean and takes special care in promoting water safety and how to keep our beaches clean," said Ralph Goto, administrator of Honolulu's lifeguard division.

"This has been the opportunity of a lifetime," said Peirsol.

Editor's note: We at Penta certainly agree that Peirsol is an expert at water safety—whether he's swimming in it OR drinking it.



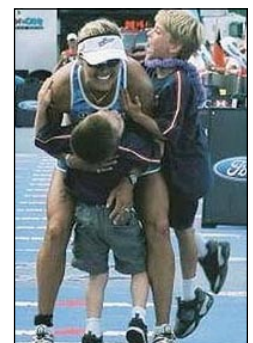
Gollnick Takes 3rd at Ironman Lake Placid.

Three-time Ironman champion and Penta drinker Heather Gollnick continued her success at Ironman distance racing by finishing 3rd at the Ford Ironman USA Lake Placid in New York July 24 in an overall time of 10:01:47.

Gollnick, known more for her biking strength, used an impressive swim (52:30) to catapult her into the lead group of women heading out on the 112-mile, two-loop course.

"I'm so excited to see such dramatic improvements in my swim," said Gollnick, the top U.S. female pro at the 2004 Ironman World Championships.

This competition is considered one of the premier events in the world of triathlon. The 2005 event feature more than 1,900 athletes competing, battling for 80 qualifying spots to the 2005 Ford Ironman World Championship as well as a \$50,000 pro women's prize.



Gollnick gets mugged by her eight-year-old twins, Joshua and Jordan, at the finish line.
Photo: Steve Bower