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SANFAUSTINO NATURAL CALCIUM WATER LAUNCHES NEW PATIENT SUBSCRIPTION SERVICE

Program for Physicians and their Patients Offers
New, Easy Ways to Maintain Bone Health and Prevent Osteoporosis

RAMSEY, NJ (January 2, 2007) – Sanfaustino Natural Calcium Water has launched a new national program providing calcium water directly to doctors' patients through a unique new home delivery system. Participation is initiated by the patient with their doctor's guidance, or by physicians on behalf of their patients.

Health-conscious consumers who need calcium in their diets can now get Sanfaustino water, which has about **450 mg of calcium** per liter and none of the usual side-effects and negative components of many other sources of calcium, delivered directly to their homes or offices on a regular schedule, just by calling **877-MY-CALCIUM** or visiting **www.calciumH2O.com**. Via referral from their doctor (via a special physician ID code appearing on new, free Sanfaustino Calcium Benefits Cards available in participating doctors' offices), patients qualify for discounted subscription pricing and subsidized shipping anywhere within about 200 miles of their doctor's office.

Interested physicians and medical practices may contact the company at 877-MY-CALCIUM or via email to physicianprogram@sanfaustino.com.

"With osteoporosis on the rise, it is increasingly important to get adequate calcium in your diet," noted **Dr. Joseph Lane**, Medical Director of the Metabolic Bone Disease and Osteoporosis Prevention Service at Cornell's Hospital for Special Surgery in New York City, and one of the initial doctors to participate in the Sanfaustino patient program. "But the fact is, high calcium foods do not always fit into the rapid lifestyles of Americans." He continued, "The beauty of Sanfaustino is that you can get small amounts of calcium continuously throughout the day. And because of the properties inherent in water, the natural calcium content is absorbed [by your body] in the most efficient way."

Sanfaustino is a fat-free, calorie-free, sodium-free water that delivers over **20% of the adult RDA for calcium per 16oz serving**, and has a bioavailability factor – how well the calcium is absorbed by the body – equivalent to milk*.

Alex Evans, President of Sanfaustino, said, "If you drink bottled water, you ought to make it Sanfaustino water. It's one of the best ways to enhance your diet so your bones keep healthy and strong. And we are able through our new home delivery system to bring this good-tasting, high-calcium water to the people who need it at a reduced cost, and without the strain and inconvenience of transporting heavy cases of water home from the market."

A portion of the proceeds from the program are intended to be set aside to fund programs in the medical community related to calcium and bone health, Mr. Evans said.

The new Sanfaustino patient program is operative nationally, but the special patient discounts are being made available to consumers, via their doctors' offices, starting in selected regions during the initial months of the program. More information is available on line, or via participating doctors' offices.

About Sanfaustino

All-natural Sanfaustino Calcium Water comes direct from a one-of-a-kind mountain spring in Umbria, Italy that generates a lightly effervescent water naturally high in calcium. Sanfaustino is the only bottled water deemed a “Good Source of Calcium” by the US FDA and the only bottled water recognized by the National Osteoporosis Foundation (www.nof.org). Drinking eight glasses of Sanfaustino water provides 90% of the adult calcium RDA. Sanfaustino also provides a fat free, calorie free, sodium free alternative to other calcium sources. Sanfaustino has been enjoyed by Europeans since 1894 and is now available in the United States in grocery and health food stores and via the Patient Subscription Program web site, www.calciumH2O.com, or hot line **877-MY-CALCIUM**. Additional information on Sanfaustino’s health benefits and comparisons to other products can also be found on the Company’s corporate website, www.sanfaustino.com.

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*According to a recent independent study conducted by Dr. Robert Heaney, M.D., Creighton University.

Photos available upon request.

Interviews with Dr. Joseph Lane and Mr. Alex Evans available upon request.