

## **FOR IMMEDIATE RELEASE**

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## **DOCTOR-RECOMMENDED SANFAUSTINO NATURAL CALCIUM WATER INTRODUCES NEW LINE IN PLASTIC BOTTLES**

**FAIRFIELD, NJ (January 2, 2007)** – Sanfaustino Natural Calcium Water has launched a new line of plastic (PET) bottles. Now available in ½ Liter and 1 Liter 4-pack shrink-wrapped bundles, in five unique all-natural and calorie-free flavors – Original, Lemon, Mandarin Orange, Lime, and Raspberry Lime – all natural Sanfaustino is the only bottled water considered a Good Source of Calcium by the US FDA and recognized by the National Osteoporosis Foundation ([www.nof.org](http://www.nof.org)).

“Plastic lets busy consumers get their calcium all day long, whether driving, working, commuting, shopping or at a child’s soccer game”, says **Alex Evans**, President of CCW Holdings Inc., exclusive worldwide distributor and marketer of Sanfaustino Calcium Water. “Today’s consumers are very busy. Calcium is absorbed best when it’s taken in small doses throughout the day, just like we drink bottled water. If you drink bottled water, you should drink the one with natural calcium and none of the negatives of other products.”

“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, “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 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\*.

### **About Sanfaustino**

All-natural Sanfaustino 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](http://www.nof.org)). Drinking eight glasses of lightly effervescent Sanfaustino provides 80% 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 Italians since 1894 and is now available in the United States. Look for Sanfaustino at gourmet and natural foods stores and in the natural foods section of grocers nationwide. Additional information on Sanfaustino’s health benefits and comparisons to other products can be found on the Company’s website, [www.sanfaustino.com](http://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.