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GNC Adds Dream Water® to New York City Locations

*First-of-its-Kind Water Helps People Relax and Fall Sleep;
Now Available at GNC Stores in New York City*

NEW YORK, March 8, 2010 – Sarpes Beverages today announced the availability of its innovative, first-of-its-kind sleep and relaxation water at New York City locations of GNC. GNC, a leading global specialty retailer of nutritional products, will carry the 2.5 oz.-size bottle of Dream Water in its two flavors, “Snoozeberry” and “Lullaby Lemon w/ Hints of Tea.”

Dream Water is a zero-calorie, great-tasting drink with time-tested, all-natural active ingredients to help consumers relax and fall asleep, including GABA (Gamma-Aminobutyric Acid) to help one relax, Melatonin to help induce sleep, and 5-htp (Tryptophan) to help improve the quality of sleep. The 2.5 oz. bottle, which is perfect for long plane rides as well as every-night sleep, will retail for \$2.99 at GNC’s New York City locations.

“We are thrilled GNC, the preeminent name in nutritional products, recognized the value Dream Water can provide to the more than 70 million Americans suffering from sleep-related issues, especially the very busy New York City consumer,” said Adam Platzner, chief marketing officer for Sarpes Beverages. “We set out to develop a product which could help the millions lying awake at night across the country who are looking for an alternative to traditional sleep aides. Our product not only helps solve this problem, it is delivered in a zero-calorie, great tasting water that can seamlessly meld into many people’s nighttime habits.”

GNC stores in New York City will carry the Dream Water shots, with plans to roll out the line to additional regions in the near future.

“Our customers have long used natural remedies to fall asleep, but never have they been able to find them in such an easily digestible and fast-working water formula. We believe Dream Water will effectively fill a critical need in their lives, helping to put an end to sleepless nights,” said Tom Dowd, executive vice president at GNC. “Dream Water is an innovative product and is a reflection of the type of products we strive to deliver to our customers every day and night.”

The line also includes 8 oz. bottles, featuring “Lullaby Lemon w/ hints of tea” and “I dream of Kiwi...and Plum” flavors. They retail for \$2.49 per bottle or \$30 for a 12-pack nationwide at

DrinkDreamWater.com. The products are also available at New York City-based Duane Reade locations.

About GNC

GNC, headquartered in Pittsburgh, Pa., a leading global specialty retailer of nutritional products including vitamin, mineral, herbal and other specialty supplements and sports nutrition, diet and energy products. As of September 30, 2009, GNC has more than 6,700 locations, of which more than 5,300 retail locations were in the United States (including 919 franchise and 1,814 Rite Aid franchise store-within-a-store locations) and franchise operations in 47 international markets. The Company - which is dedicated to helping consumers Live Well - also offers products and product information online at www.gnc.com.

About Sarpes Beverages

Sarpes Beverages is the holding company for Dream Water®, the first water of its kind that helps one relax and fall asleep. Sarpes Beverages' mission is to produce great-tasting and effective sleep and relaxation products that will help lead to a good night's rest. Founded in 2009, this start-up company is led by a management team of young entrepreneurs, along with an experienced group of advisors with backgrounds rooted in the financial, consumer goods and retailing sectors. Dream Water is well on its way to becoming the leader of the burgeoning rest and relaxation category. As always, the Company reminds you to Dream Responsibly™.

For general distribution, please contact us at distribution@drinkdreamwater.com.

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