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Dream Water® Implores Americans to Dream Responsibly™

*First-of-its-Kind Water Helps People Relax and Fall Sleep
Using All-Natural Active Ingredients GABA, Melatonin and 5-htp*

Products Available Online at DrinkDreamWater.com

MIAMI, December 7, 2009 – Sarpes Beverages today announced the official launch of its innovative new rest and relaxation beverage line, Dream Water. Dream Water's sleep and relaxation beverages taste great, have zero calories and feature a proprietary formula of 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 line is available nationwide at DrinkDreamWater.com.

Two years in the making, the revolutionary product will serve the more than 70 million reported Americans who suffer from sleep-related issues, including insomnia and sleep apnea, among others, according to a 2006 report by the Institute of Medicine. As these numbers continue to rise in correlation with the depressed economy, longer working hours and added stress, Americans are looking for new methods to help them sleep soundly.

"Sleep is the fundamental building block of a health or wellness program and, as our lives become increasingly busy and stressed, we need more help now than ever to try to get a good night's sleep," said Adam Platzner, chief marketing officer for Sarpes Beverages. "Dream Water launches at an important moment to vastly help improve the quality and productivity of our daily lives by facilitating a more meaningful night's sleep."

The line includes two 8 oz. bottles, featuring the crisp, lightly flavored "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. For a more concentrated version, the water is also available as a 2.5 oz. shot in "Lullaby Lemon w/ hints of tea" and "Snoozeberry," a combination of blueberry and pomegranate flavors. They retail for \$2.99 per shot and are perfect for airline travel, as they are small enough to pass through airport security.

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About Sarpes Beverages

Sarpes Beverages is the holding company for the Dream Water® and Dream Water® shot beverage brands. Dream Water is the first water that helps you relax and fall asleep. Sarpes Beverages' mission is to produce great-tasting and effective sleep and relaxation beverages that will help provide people with a good night's rest. Lead by a strong management team with more than 20 years in the consumer goods and retailing sectors, Sarpes Beverages is poised to become the leader in this exciting new beverage category. As always, the Company reminds you to Dream Responsibly®.

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

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