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## **Duane Reade Puts the ‘City That Never Sleeps’ to Bed With New Dream Water®**

*Duane Reade Stores to Carry First-of-its-Kind Water  
That Helps People Relax, Fall Asleep*

*Duane Reade Introduces Beverage with Free Trial Offer*

**NEW YORK, December 7, 2009** – Sarpes Beverages today announced the New York City launch of Dream Water and the Dream Water shot through a retail partnership with the iconic drug store chain Duane Reade. Dream Water products are now available at Duane Reade locations throughout New York City and the five boroughs, including Herald Square and Water Street.

Dream Water’s sleep and relaxation beverages taste great, have zero calories, no preservatives 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. It is recommended one drink Dream Water about 20 to 40 minutes prior to desired sleep time or a long airplane flight.

“Duane Reade prides itself on supporting the launch of innovative products that clearly fulfill the needs of our customers,” said Joe Magnacca, SVP and chief merchandising officer of Duane Reade. “Dream Water is just such a product and we welcome them to our stores, just in time for the busy and hectic holiday season when New Yorkers arguably need a good night’s sleep more than any other time of year.”

Duane Reade now carries the Dream Water shot size (2.5 oz.), a zero-calorie drink featuring the crisp, light flavors of “Lullaby Lemon w/ hints of tea” and “Snoozeberry,” a combination of blueberry and pomegranate. They retail for \$2.99 per shot. In January the stores will also carry the 8 oz. Dream Water bottle, featuring the flavors “Lullaby Lemon w/ hints of tea” and “I dream of Kiwi...and Plum.” The 8 oz. size is also currently available at [www.DrinkDreamWater.com](http://www.DrinkDreamWater.com) and retails for \$2.49 per bottle.

To celebrate the launch, Duane Reade will offer one free Dream Water shot (2.5 oz.) with the purchase of any of Duane Reade’s private-label DeLish™ food products. The promotion, titled “This Holiday season, Have a Good Night’s Sleep on Us,” runs from Dec. 5 through Dec. 11.

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According to a 2006 report by the Institute of Medicine, more than 70 million Americans suffer from sleep issues including, but not limited to, insomnia, sleep apnea and more simple matters like recovering from jet lag. 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 helping make this the perfect time to introduce Dream Water.

After two years of developing a great-tasting, proprietary formula with time-tested, all-natural active ingredients, Dream Water is poised to help these 70 million Americans get a good night's rest, beginning with the notoriously stressed out New Yorker!

"In a time where stress is a contributing factor to increased sleep-related issues, most Americans don't or can't get a full night's rest. 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," said Adam Platzner, chief marketing officer for Sarpes Beverages. "Duane Reade is a natural retail partner for this product line, as New Yorkers have long relied on the iconic chain for everyday life's products and services for half a century. As a New Yorker myself, it personally means a lot to me to be launching Dream Water in this City and with the support of Duane Reade."

Dream Water products are also available nationwide online at [www.DrinkDreamWater.com](http://www.DrinkDreamWater.com).

#### **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®.

To carry the product in the New York area, please contact us at [nysales@drinkdreamwater.com](mailto:nysales@drinkdreamwater.com). For general distribution, please contact us at [distribution@drinkdreamwater.com](mailto:distribution@drinkdreamwater.com).

#### **About Duane Reade**

Founded in 1960, Duane Reade is the largest drug store chain in New York City. In keeping with the company's brand vision of New York Living Made Easy, Duane Reade provides New Yorkers with prescriptions, health products and services, beauty products and services, and convenience items for daily life in the City... everything for "How I Feel", "How I Look", and "What I Need Now." As of October 1, 2009, the Company operated 256 stores.

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