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Dream Water® Expands to North Carolina, South Carolina, Georgia with Sam's Mart Distribution Deal

*More Than 100 Sam's Mart Stores in Charlotte and Atlanta Areas
to Carry Sleep and Relaxation Water*

NEW YORK, January 07, 2010 – Sarpes Beverages LLC, manufacturer of the first sleep and relaxation water, Dream Water, today announced the availability of its 2.5 oz. Dream Water “shots” in more than 100 Sam’s Mart locations throughout North Carolina, South Carolina and Georgia, primarily in the Charlotte and Atlanta areas. Both the “Lullaby Lemon w/ Hints of Tea” and “Snoozeberry” flavors will be available at eye-catching, point-of-purchase displays.

Dream Water’s sleep and relaxation beverages feature a proprietary formula of time-tested, all-natural active ingredients, 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 lightly flavored waters also taste great, contain no preservatives and are zero calories. It is recommended that one drink a Dream Water bottle or shot about 20 to 40 minutes prior to desired sleep time or before a long airplane flight.

“We constantly strive at Sam’s Mart to expand our customer offering through new and exciting product segments, always focused on our consumers’ needs,” said Sharon Nark of Sam’s Mart. “This innovative solution from Dream Water not only helps our retail outlets enter into the new and exciting category of sleep and relaxation beverages, but it also helps our consumers fulfill one of their most basic needs: getting a good night’s rest. We are proud that the Sam’s Mart customer can turn to us for everything they need, day and night.”

The Dream Water bottle will retail for \$2.99 per shot at Sam’s Mart. The shots are also available in New York City-based Duane Reade locations. Additionally, the Dream Water product line also includes 8 oz. bottles in “Lullaby Lemon w/ Hints of Tea” and “I Dream of Kiwi... and Plum,” which retail for \$2.49 per bottle. Both the 2.5 oz. and 8 oz. sizes are available for purchase at www.DrinkDreamWater.com.

“More than 70 million Americans across the country suffer from sleep-related issues, which have been compounded recently due to the stress of the economy, workplace and more. As we look to target major cities across the country with our first-of-its-kind product, we are thrilled to be offering the successful Dream Water formula to the Charlotte and Atlanta markets, as well as surrounding areas,” said Adam Platzner, chief marketing officer for Sarpes Beverages. “We anticipate much success through our partnership with Sam’s Mart and look forward to building on this long-term relationship.”

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About Sam's Mart

Since June 1991, Sam's Mart Corporation has provided customers with the convenience they'd come to expect from local gas stations coupled with the superior customer service level provided by long-standing neighborhood stores. Successfully achieving the perfect marriage between the average gas station and local corner shop, Sam's Mart has grown tremendously into a chain in North Carolina, South Carolina and Georgia.

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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