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carrie underwood bottles her energy
grammy award winning mega-star is the latest celeb
to join the a-list **vitaminwater**® family

whitestone, ny (april, 2008) - carrie underwood's hot and glacéau **vitaminwater** is just about the only thing that can quench her thirst. carrie has been a fan of **vitaminwater** for quite some time and incorporates it into her overall healthy lifestyle. it only makes sense that she is going public with her beverage of choice and is excited to tell the world about this healthy partnership.

carrie joins an impressive roster of a-list **vitaminwater** fanatics - including 50 cent and lebron james - in the coveted role of official partner of the brand. **vitaminwater** is the fastest growing beverage in the country as people everywhere are making the switch to healthier, more functional beverages.

"i have a hectic schedule and **vitaminwater** really helps to keep me going," said carrie underwood. "i like to have a lot of energy on stage, and since **vitaminwater** energy happens to be my favorite flavor, i'm thrilled to have my name on it."

carrie is co-creating a limited-edition label for **vitaminwater** energy which will be available in stores this summer. the label will speak to carrie's passion for **vitaminwater** and feature fun facts that people may not know about the music mega-star. **vitaminwater** will be on the road with carrie's nationwide "carnival ride tour" this spring and summer. carrie, along with numerous other a-list **vitaminwater** partners, will also be featured in upcoming commercials for the brand to be released this summer.

"carrie epitomizes what **vitaminwater** stands for - healthy living, great personality, natural talent and lots of energy," said rohan oza, senior vice president of marketing, glacéau **vitaminwater**. "we're proud to be the first brand to figure out how to bottle carrie underwood's energy."

about glacéau

it all started when one thirsty man named darius wanted better water, but couldn't find any worth drinking, so he decided to make his own. along came a guy from queens named mike (he's like darius' robin...but don't tell him that) and because mike has a gift for the gab, it's no wonder word got around, thus emerged glacéau, a fresh new approach to bottled water. today glacéau, the leader of the enhanced water category, is the maker of **vitaminwater**®, **fruitwater**®, **smartwater**® and **vitaminenergy**™. now with 750+ full and part-time employees, (that's a big holiday party) glacéau is all about helping thirsty people like you hydrate responsibly with something truly good for your body. for more information visit www.glaceau.com.

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