



For Immediate Release
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ICIO PEPPERMINT WATER TO MAKE A SPLASH AT DANCE CLUBS AND BARS

ICIO is "A Flask of Refreshment"

WEST HOLLYWOOD, CA – Southern California is bracing for a cool front as ICIO (I-see-oh) Peppermint Water makes its highly anticipated debut at dance clubs and bars throughout the region. Los Angeles is the first of several key markets expected to introduce the refreshing new bottled water beverage in the coming months.

With an invigorating blend of purified water and natural peppermint extract, ICIO Peppermint Water refreshes the body and freshens the mouth. The pure, crisp taste will appeal to anyone seeking revitalization from a non-carbonated, no-calorie source. The water will be marketed first to bars, clubs, and events, and later to convenience stores, gyms, and other establishments.

"ICIO is not just a bottled water, it is a 'social water,' designed for consumption in social settings such as parties, bars or dance floors," said Alex Van Lang, Founder and President, ICIO, Inc. "The fact that ICIO quenches your thirst while freshening your mouth makes it ideal for any social situation."

For those who can't help but hit the dance floor, ICIO Peppermint Water is a welcome change from bulky water bottles that don't fit in the back pocket of your favorite jeans. ICIO's innovative, patented 12 oz. container is designed for easy and convenient portability. The flask-like shape allows ICIO Peppermint Water to be tucked into the most fitted back pocket or the smallest handbag.

Utilizing activated carbon filters, reverse osmosis, and ultraviolet sterilization technology, ICIO's multi-step purification process removes all levels of chemicals and contaminants from the drinking water.

The Southern California launch will be supported by public relations and marketing activities including sponsorships of several charity events. The product will initially be targeted toward dance clubs, bars, hotels, cruise lines and events, and available for distribution nationwide by visiting www.iciowater.com. In 2007, the product will launch in many other key markets throughout the country.

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About the Market

According to the Beverage Marketing Corporation, bottled water has emerged as the second largest commercial beverage category by volume in the U.S. in 2003, behind only carbonated soft drinks. In 2004, total U.S. volume surpassed 6.8 billion gallons, an 8.6% advance over 2003's volume. U.S. volume is projected to grow into a 7.4 billion gallon business with an estimated \$9.8MM in revenue. Meanwhile, the breath freshener market has continued to grow with new products. Currently, the top 20 brands generate approximately \$400MM in sales.

About ICIO, Inc.

ICIO, Inc. is based in West Hollywood, CA. Its Founder and President is Alex Van Lang, who has over 16 years of strategic planning experience, serving as a consultant in account and media planning for J. Walter Thompson, McCann-Erickson, and TBWA/Chiat Day. Mr. Van Lang has been involved in numerous product launches from packaged goods to automotive to websites. Peter Fargher, with over 15 years experience in the food and beverage industry, is the company's Vice President, Sales and Promotions. For more information about ICIO Peppermint Water or ICIO, Inc., please visit www.iciowater.com.

For downloadable high resolution photos of ICIO water, visit www.iciowater.com/PR.

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