



PRESS RELEASE

June 17, 2008

Hot Springs, Arkansas – Mountain Valley Spring Company is proud to announce it has become a corporate sponsor of the Southern Food & Beverage Museum.



The Southern Food & Beverage Museum is a nonprofit organization based in New Orleans. The Museum celebrates, interprets, investigates, entertains and preserves. A collaboration of many, the Museum allows food lovers of all stripes – Southerners and non-Southerners, locals and tourists, academics and food industry insiders – to pull up their chairs and dig into the food and drink of the South.

SoFAB (what a great acronym they've developed!) recently had its Grand Opening Gala on June 5, 2008 at its brand new gallery and archival space in New Orleans. Naturally, Mountain Valley Spring Water in glass was served to all of the celebrants.

We believe Mountain Valley and SoFAB are a great match because of Mountain Valley's place in beverage history as America's (and the American South's!) oldest continuously operating bottled water company. America's Premium Water since 1871 looks forward to supporting and participating with SoFAB in its mission to tell the many wonderful stories of Southern food tradition.



Mountain Valley at SoFAB Opening

Besides its monetary support, Mountain Valley will help spread the word about the Southern Food & Beverage through a link on its website and by donating product for special events at the Museum. Mountain Valley's logo and a link will also be featured on SoFAB's website.

For more information on SoFAB visit www.southernfood.com.

For more information on Mountain Valley visit www.mountainvalleyspring.com.