

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION:

Bonita Sonderby:

bsonderby@watermillexpress.com

Watermill Express® provides eco-friendly alternative amidst growing national concerns over individual disposable water bottle waste

Brighton, Colo. – July 16, 2007 – Watermill Express, the nation's largest drive-up vendor of pure drinking water, provides an eco-friendly alternative to the individual disposable water bottle waste problem with its refillable pure water solution.

“Given the growing sentiment against the use of disposable bottled water nationwide and various city officials, restaurants and stores discouraging consumption and subsequent waste of single-use water bottles, our product provides a timely alternative that allows consumers to re-use their own water bottles,” said Lani Dolifka, CO-CEO for Watermill Express.

Watermill Express customers refill their own bottles at over 1,200 self-serve locations throughout the nation. The 24-hour locations are easily identified by their windmill facade in parking lot settings near shopping centers.

According to the Container Recycling Institute (CRI), a Washington-based nonprofit, eight out of 10 plastic water bottles used in the United States become garbage or end up in a landfill. The organization reports that more than 50 billion beverage cans and bottles have been landfilled, littered and incinerated in the country so far this year.

Furthermore, according to the Earth Policy Institute, another Washington-based nonprofit, the amount of oil needed to make the disposable bottles equals about 1.5 million barrels a year, or enough to fuel 100,000 cars for a year, making it costly to produce as well as harmful to the environment with its waste.

“We estimate that the use of our product has prevented the disposal of more than 500 million disposable water bottles since our company's inception in 1984,” Dolifka said.

Inside every Watermill Express location is the exclusive Water Perfection™ eight-stage water purification system that is computer monitored 24-hours per day. Customers supply their own clean containers and purchase one, three or five gallons of water for an average price of 25¢ per gallon. Watermill Express is tested regularly by state certified labs and NAMA certified.

Founded in 1984 in Brighton, Colorado, Watermill Express is the first bottled water provider in the nation to service each location daily using a 29-step quality control checklist. Monthly, quarterly and yearly inspections further ensure superior equipment performance as well as computer monitoring and a dedicated staff of professional water technicians.

Call 1-800-487-9643 for a location nearest you, or for more information visit www.watermillexpress.com.

###