Drink Up: By the Numbers

"Following a campaign that featured two public service announcements seen 700 million times over a 15-week period throughout the U.S. - in 15,000 stores, doctors' offices, gas stations, malls and other highly trafficked places - newly released data demonstrates that Drink Up is encouraging consumers to embrace water's benefits."

—Forbes, "A Refreshing (and Successful)
Approach to the War on Obesity," April 29, 2014.

drink UP American consumption more than more than MILLION Servings**

From Q4 2013 to Q2 2014

Drink Up's
digital campaign spurred
a 4% rise in incremental retail
sales of bottled water from
Oct. 2, 2014 - Dec. 31, 2014.

+/1%*

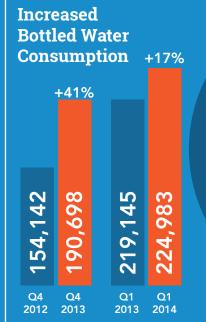
This equates to an increase in retail sales of **H2Otcourse**

1.5 MM households exposed.

Daily
eight-ounce
servings up

2.7%
in Q1 2014 vs.
Q3 2013.

NPD Group Report: Increased Water Consumption in Restaurants



Increased Tap-Water Consumption



...POWERED

1%

growth for the <u>entire</u> year.

The NPD Group/CREST®, 2011, 2012, 2013 calendar quarters; 1st calendar quarter 2014.



AHEALTHIERAMERICA.ORG WATER@AHEALTHIERAMERICA.ORG 2001 PENNSYLVANIA AVENUE NW 9th FLOOR WASHINGTON, DC 20006