



FOR IMMEDIATE RELEASE

All in O.N.E...

**O.N.E.™ Natural Experience Introduces O.N.E. ACTIVE™,
A New Natural Sports Drink that Combines the Super Hydration
Power of Coconut Water with Energizing Herbs and Minerals to
Provide the Ultimate MIND/BODY Experience**

March 10, 2010, Los Angeles, California - O.N.E., One Natural Experience debuts O.N.E. Active, an innovative and multi-functional new line of coconut water that goes the extra mile. O.N.E. Active provides the same all natural health benefits and essential electrolytes found in the #1 selling super-hydrator, O. N.E. Coconut Water -- but with the addition of ginkgo biloba, ginseng and catuaba--it provides the added edge of sharpening the mind while engaging in sports or any other intense physical activity...*GAME ON!*

Designed specifically to meet the needs of a growing health-conscious population, O.N.E. Active is particularly geared to sports enthusiasts or people with an active lifestyle who need both physical and mental endurance to perform at peak levels on the playing field, in the work place or in classrooms. Like O.N.E. Coconut water, O.N.E. Active steers clear of any detrimental ingredients found in old-school sports drinks like HFCS (High Fructose Corn Syrup), preservatives, artificial flavors and day-glo colors. And because O.N.E. Active contains all five essential minerals--potassium, calcium, magnesium, phosphorus, and sodium--in the form of electrolytes, these are absorbed into the bloodstream with much greater efficiency. O.N.E. Active speeds fluid to the cells to rehydrate, refuel and replenish the body with optimum benefit to the heart, muscles, nerves and skin--all essential for warding off fatigue, cooling the body and achieving peak performance.

But ONE ACTIVE goes one step further...

Ginkgo Biloba, Ginseng and Catuaba Bark have been used medicinally for thousands of years and work to deliver more oxygen to the brain. Extracts of these herbs added to O.N.E. Active raise the bar on O.N.E. Coconut Water's natural abilities: ginkgo biloba increases mental focus and concentration; ginseng increases energy and builds resistance to environmental stresses and catuaba bark increases vigor and stamina (of note: catuaba is infamous in Brazil, where it is native to, for even stimulating the libido!) The addition of these three active botanicals, plus calcium to help maintain good bone density and anti-oxidants to fight free-radicals from environmental toxins puts O.N.E. Active in a class by itself as a beverage that delivers the *ultimate* mind/body experience!



O.N.E. Active is coconut water with a new taste, too. Three all-American flavors -- Grape/ Berry, Lemon/Lime and Cranberry/Grapefruit--are naturally sweetened with stevia. It contains only 40 calories and nearly 400 milligrams of potassium per serving (16.9 fl oz). O.N.E ACTIVE is packaged in environmentally friendly 500 ml screw-top Tetra Pak cartons and retails for \$1.99. It will be available nationwide June 1st.

About O.N.E.™ ONE NATURAL EXPERIENCE

One Natural Experience (O.N.E.™) is the premier, all-natural beverage company established in 2005 by Rodrigo Veloso—a visionary instrumental in creating a whole new category of functional beverage in the U.S.

O.N.E.™ ready-to-drink products are alternatives to artificial sports/energy drinks, sodas and enhanced waters, fortifying adults and children alike with unparalleled effectiveness. Their award winning and #1 selling coconut water is fast-becoming recognized as America's healthiest drink for providing enhanced hydration, essential nutrition and all five essential electrolytes (calcium, potassium, magnesium, phosphorous and sodium). O.N.E.™ drinks are packaged in environmentally friendly Tetra Pak cartons underscoring the company's deep commitment to the Earth and sustainability of the Amazon Rainforest. O.N.E.™ supports several nonprofit organizations—most importantly Healthy Child Healthy World (www.healthychild.org). O.N.E.™ is available in over 14,000 retail outlets including Whole Foods, Publix, Kroger Stores, Cost Plus World Markets and on Amazon.com.

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