

O.N.E. Coconut Water pledges \$10,000 to nonprofit Whole Planet Foundation to help fight world poverty through microfinance projects in developing world

OCTOBER 13, 2011, LOS ANGELES, CA – O.N.E. Coconut Water today announced it is donating \$10,000 to nonprofit Whole Planet Foundation to help alleviate poverty worldwide. The company's contribution will help fund the Foundation's mission to provide poor entrepreneurs in developing countries with a chance to lift themselves out of poverty through micro-credit. In keeping with its commitment to promoting health and well-being – for people and planet – O.N.E. Coconut Water recently launched the Liquid Revolution to catalyze a movement to engage people to MOVE. DRINK. GIVE. and to make a difference through the choices they make.

“The missions of the Whole Planet Foundation and O.N.E. Coconut Water are deeply aligned,” said O.N.E. Founder and CEO, Rodrigo Veloso, who grew up in rural Brazil. “Providing opportunities for rural farmers and enhancing the local economy and environment was one of the main reasons we started O.N.E. As part of the Liquid Revolution and O.N.E. World Fund, we are proud to work with the Whole Planet Foundation and to support their powerful campaign to fight poverty.”

In 2005, natural and organic retailer Whole Foods Market established Whole Planet Foundation as an expansion of its mission to be an active participant in the global community. The nonprofit provides grants to microfinance institutions in poor communities where the grocer sources products.

“We are so humbled by O.N.E. Coconut Water's generous donation,” said Philip Sansone, president and executive director for Whole Planet Foundation. “Thanks to their support, we'll be able to provide more than 45 poor entrepreneurs in developing countries with an opportunity to create a brighter future for themselves and their families.” To date, the Foundation has authorized \$22.5 million and funded more than \$13 million in microfinance programs in 45 countries, positively impacting more than a million people worldwide.

To donate to Whole Planet Foundation, learn more about the nonprofit, or for stories from micro-credit loan recipients, visit: www.wholeplanetfoundation.org or read the Whole Story blog at: <http://blog.wholefoodsmarket.com>.

About O.N.E. Coconut Water

Giving is core to ONE founder and CEO Rodrigo Veloso and integral to the company's mission. O.N.E. supports various organizations that educate people about making healthy choices for themselves, their families, their communities and the environment, including [Healthy Child Healthy World](#). We are preparing to launch the O.N.E. World Fund, through which we intend to support communities where we source and sell O.N.E. products.

Media Contact: Lucy Rendler-Kaplan

lucy@onedrinks.com

310.802.4228

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