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For Immediate Release
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DS Waters of America, Inc. Acquires Deep Rock®

Denver, CO (PRNewswire) December 2, 2011 -- DS Waters of America, Inc., one of the country's largest providers of bottled water products, is pleased to announce the acquisition of substantially all of the Colorado assets of Deep Rock Water Co. Customers have been enjoying the taste of Deep Rock since 1896. In addition to their high quality bottled water products, Deep Rock also provides an array of coffee and filtration services to customers throughout its service area. As the significant resources of these two companies are combined, DS Waters will assume management of the bottled water delivery for all Deep Rock customers. The addition of new water delivery service routes will enable DS Waters to enhance its service offerings, which include coffee service and water filtration.

"I am excited to welcome the customers and associates of Deep Rock to our family of DS Waters brands. We look forward to continuing the unparalleled commitment to superior products and service that Deep Rock has had for over 100 years," said Pete MacLean, President for DS Waters.

Thomas A. Schwein, President and CEO of Deep Rock Water Co., commented, "I have had the privilege to run this business for the past 4 years and wanted to hand Deep Rock over to a team of proven professionals that will continue to focus on preserving the brand with continued emphasis on quality, growth and exceptional customer service. I have been associated with the senior management team of DS Waters for an extended period of time and we have served together in the leadership of the International Bottled Water Association. I am both proud and pleased knowing they will take Deep Rock to the next level."

"Tom is a notable and respected member of our industry. He and his loyal staff have built a strong business over the past years and I am pleased that Tom has entrusted us to carry on the Deep Rock tradition of excellence," said K. Dillon Schickli, CEO of DS Waters.

About DS Waters:

DS Waters of America, Inc. (DS Waters) is a U.S. operated bottled water, water filtration and coffee service company. Headquartered in Atlanta, Georgia, the company's products are produced at 28 company-managed production facilities, 10 supplier-managed facilities and delivered to over a million home, office and retail locations across the U.S. DS Waters is a leader in the home and office delivery of bottled water and several of our brands have been satisfying consumers for well over 100 years. The DS Waters products are sold under the brand names Alhambra®, Athena®, Belmont Springs®, Crystal Springs®, Hinckley Springs®, Kentwood Springs®, Mount Olympus®, Nursery® Water, Sierra Springs®, Sparkletts®, and Roast2Coast®, a coffee delivery service, as well as My Utopia™, a water filtration service. The company's water product offerings include three and five gallon returnable bottles, one gallon, two and a half gallon and single-serve bottles, as well as water coolers and water filtration units. DS Waters and its associates provide safe drinking water to communities during emergencies such as hurricanes, fires, floods, droughts and other natural disasters. Visit water.com, nurserywater.com, myutopia.com or athenawater.com for more information.

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