

drench

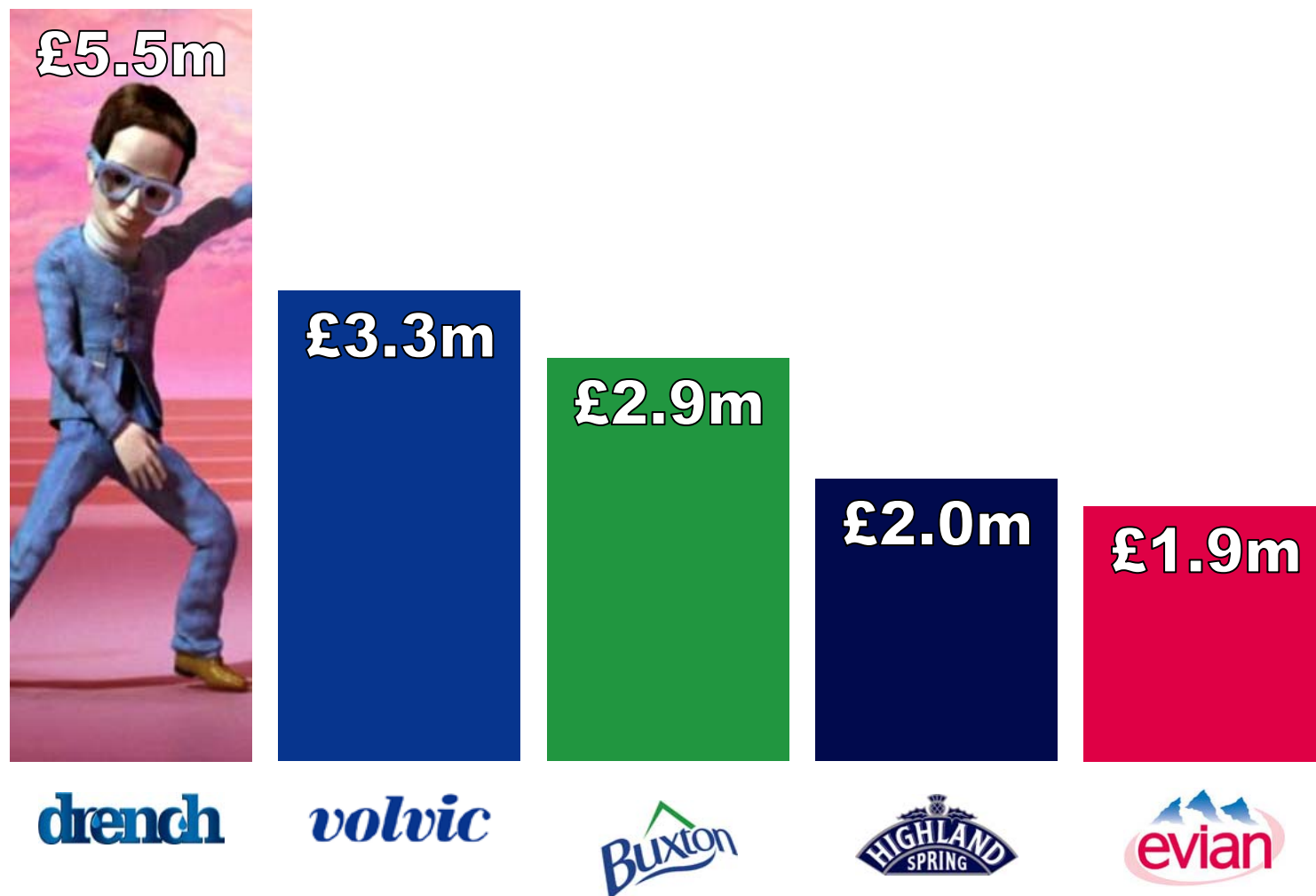
**“GOOD NEWS”
May 2009**

juicy spring water
drench

Within Impulse, **drench** 500ML is the 6th best-selling on-the-go water SKU, out-selling Highland Spring, Vittel and Abbey Well in the latest 12 weeks



drench is doing more to drive the water category than any other supplier...
spending more on advertising than Evian and Volvic combined in the first
half of last year... and no plans to slow down in 2009



drench has 'cleaner' CSR credentials than key category competitors

Drench carbon footprint* is lower than key competitors (g CO₂ per L)...



Drench continues to reduce energy usage by 10% since 2006.

Drench has fewer 'food miles' than key competitors (km)...



Drench spring water is from a sustainable source.

* Drench carbon footprint calculated using sustainable brands (BSBs) methodology and does not include embodied CO₂ from PET. BSB methodology takes into account industry standards and includes social and economical aspects. Volvic and Evian measures are those published on the BBC website from the BBC Panorama programme.

It's only been in the market for a few weeks, but **juicy drench** is already consistently out-selling key competitors in units ROS terms within Impulse

