

RICHMOND PUBLIC RELATIONS

1411 Fourth Avenue, Suite 610, Seattle, Washington 98101

(206) 682-6979 fax:(206) 682-7062

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ATHENA WATER SELLS ONE MILLION BOTTLES

Athena Partners celebrates its first anniversary and the sale of one million bottles in first year

KIRKLAND, Wash. – Athena Partners™ announces the one-year anniversary of Athena™ bottled water, the only water that devotes 100 percent of profits to advancing women's cancer research in the Northwest. In its first year, Athena has sold more than one million bottles of water; has secured placement in more than 500 outlets in Western Washington and has partnered with more than 100 community organizations and events.

"With the support and contributions of so many — our water producer, distribution and community partners, volunteers, advisors and consumers -- we have made great progress in building a new social enterprise that can truly make a difference in the fight against women's cancers," said Trish May, Athena Partners founder and CEO. "The success we have achieved demonstrates that every person can make a difference, and together, we can make great strides in finding a cure."

Starting with its initial partners, Safeway, Tully's Coffee, Quality Food Centers (QFC), Gretchen's Shoebox, Fred Hutchinson Cancer Research Center and Evergreen Hospital, Athena distribution grew quickly during the year and was able to donate \$30,000 to leading cancer research centers in May 2004.

The following calendar highlights the expansion of Athena distribution in Western Washington in the first year:

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|-----------------------|---|
| July 2003 | - Safeway |
| August 2003 | - Tully's Coffee retail locations |
| September 2003 | - QFC Stores
- Gretchen's Shoebox
- Fred Hutchinson Cancer Research Center
- Evergreen Hospital |
| October 2003 | - Seattle Cancer Care Alliance
- University of Washington Medical Center
- Microsoft cafeterias
- Residence Inn on Lake Union
- Pro Sports Club |
| November 2003 | - Costco Business Centers
- Town & Country Markets
- Thriftway
- Larry's Markets
- Brown & Cole stores
- Metropolitan Markets |
| December 2003 | - Haggen Food & Pharmacy
- Top Food & Drug
- Group Health Cooperative |

- January 2004**
 - Safeco cafeterias
 - Central Washington Hospital
 - Century Ballroom

- February 2004**
 - Bartell Drugs stores

- March 2004**
 - Sumner School District
 - Dendreon Corporation

- April 2004**
 - Perkins Coie
 - PATH offices

- May 2004**
 - Briazz Cafés
 - Virginia Mason Medical Center
 - Bill & Melinda Gates Foundation
 - FareStart
 - *KING 5* cafeteria
 - *Seattle Times* cafeteria

- June 2004**
 - Providence Health Systems
 - Marymoor Park concert series

Note: Other accounts established through wholesale distributors

Athena Partners™, a not-for-profit 501(c)(3) venture philanthropy company, is dedicated to advancing research and education to eliminate breast and gynecological cancers. A full 100 percent of the net profits from sales of Athena™ bottled water are devoted to forward-thinking research to find a cure. Athena™ bottled water is available through Western Washington grocery stores, coffee shops, cafés, caterers and other specialty outlets. Athena Partners'™ Web site, www.athenapartners.org, provides a comprehensive Internet search directory to leading national and Seattle-area cancer information and resources about women's cancers.

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Media contacts: Lori Meyers / Abby Michels
 Richmond Public Relations
 Tel: (206) 682-6979 / Cell: (206) 915-7384
 lorim@richmondpr.com