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ATHENA PARTNERS ANNOUNCES DISTRIBUTION AGREEMENT WITH QUALITY FOOD CENTERS (QFC)

**Athena™ bottled water, donating 100 percent of net profits to
women's cancer research, to be sold in QFC retail stores**

KIRKLAND, Wash. – Athena Partners is pleased to announce that Quality Food Centers (QFC) will carry Athena bottled water in its 79 Western Washington retail stores beginning the week of September 15, 2003. Athena Partners devotes 100 percent of the net profits of Athena bottled water to Northwest research on women's cancers.

"We are pleased to have QFC join us as a retailer of Athena water," said Trish May, founder and CEO of Athena Partners. "QFC is a company with a rich heritage in the Northwest and a strong customer following. Their distribution of Athena water will help expand the product's availability to a new group of shoppers and further our mission of generating funds for northwest cancer research."

Athena bottled water will be sold at QFC in 500 ml (16.9 fl oz) 24-bottle cases, 500 ml (16.9 fl oz) six-packs, and 1-liter (33.8 fl oz) single serve bottles.

Athena Partners, a not-for-profit 501(c)(3) venture philanthropy company, is dedicated to advancing research and education to eliminate breast and reproductive 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 retail outlets including grocery stores, coffee shops and specialty retailers. 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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