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Eat Chocolate, Find a Cure: Athena Partners(R) Launches Premium Chocolate to Help Battle Breast Cancer

SEATTLE, WA -- (Marketwire) -- 09/25/08 -- Athena Partners®, known for its socially conscious Athena bottled water, today announced a delicious new way to help find a cure for breast cancer -- Athena(TM) Chocolate. One hundred-percent of Athena Partners' net profits from the premium chocolate line will support breast cancer research and education. Coinciding with Breast Cancer Awareness Month, Athena Chocolate debuts nationwide October 1 for purchase in more than 1,000 leading retail outlets and online.

Athena Chocolates are premium confections specially created for Athena Partners by world renown chocolatier Dilettante Chocolates. Using only the highest quality ingredients from around the world, the new chocolates draw upon Dilettante's master chocolatier heritage using time-honored techniques and family recipes passed through three generations.

"Athena is empowering everyone to make a difference in the fight against breast cancer through the purchase of delicious Athena products," said Trish May, Athena Partners founder and a breast cancer survivor. "Athena Chocolate is the only premium chocolate line that devotes one hundred-percent of company profits to the cause year-round. Every chocolate sold brings us closer to a cure, and together, we can make a difference!"

The Athena Chocolate line will launch with two signature offerings, with plans to expand the line in the coming month with new items. The two initial offerings are both made from dark chocolate rich in antioxidants, and include:

- Athena Cherries in Premium Dark Chocolate: Northwest Bing cherries surrounded by 61-percent premium dark cacao. Each 24 oz. bag contains 102 cherries (starting at \$8.89 SRP).
- Athena Chocolate Truffles: All-natural dark chocolate truffles made with 55-percent cacao and all-natural cherry flavor. Available in individually wrapped truffles in a 4 oz. box with 12 pieces (starting at \$4.99 SRP), or in a 24 oz. jar containing 72 truffles (starting at \$17.99 SRP).

"Dilettante is proud to create this special line of chocolates for Athena Partners, drawing upon our heritage while taking inspiration from today's innovative flavors and ingredients to create a truly premium chocolate experience," said Dana Davenport, founder of Seattle-based Dilettante Chocolates. "With a focus on natural ingredients rich in antioxidants, combined with support for a cause that touches us all, Athena Chocolates are a special treat everyone can feel good about enjoying and giving to others."

As a not-for-profit social enterprise, Athena Partners blends a passion for making a difference with an innovative entrepreneurial approach. The organization creates and markets products for the sole purpose of raising awareness and funds to help find a cure for women's cancers. Since 2003, Athena Partners' profitable bottled water business has grown the Athena brand through the sale of 40 million bottles, while donating more than \$150,000 in funds toward leading cancer research. The new Athena Chocolate line was developed to further expand upon the company's portfolio of high-

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