

NEWS RELEASE

Hanson Associates Transforms the ZeroWater Brand

Brand Makeover Positions ZeroWater's Innovative Filtration Technology and Products as the Category Leader

September 19, 2008, Philadelphia, PA -- Hanson Associates, a Philadelphia-based brand-marketing design firm, was hired by ZeroWater to completely overhaul the company's brand. The brand makeover included: new positioning, a new brand identity, complete new packaging, in-store promotional materials, a print and coupon ad campaign and a new e-commerce website.

Unlike conventional carbon water filters, ZeroWater's patented 5-stage ion-exchange filter delivers the only filtered water to measure absolute 000 on the TDS meter. Compare that to the levels you'll find in other filtered waters, most bottled waters and plain unfiltered tap water - all of which contain measurable amounts of undesirable substances.

To meet new sales projections at Wal-Mart and Target, ZeroWater asked Hanson Associates to help reposition its brand and develop new packaging for its Pitcher and 5 Gallon product. ZeroWater requested that Hanson Associates develop a strategic and creative approach to re-branding ZeroWater and designing new packaging for its premier products.

Hanson's approach included strategic analysis, ideation sessions and market research in developing the new ZeroWater brand identity and tagline – *"If it's not all zeroes, it's not all Zerowater®"* A similar strategic approach was used to develop new branded packaging that stood out as the best of category in terms of technology and design.

"Hanson 'got us' right away," said Doug Kellam, president of ZeroWater. "We are first and foremost a technology company and the new Brand Identity, Packaging and Website all showcase the benefits of our superior filtration system."

"Our ability to appreciate the revolutionary capabilities of ZeroWater's filtration technology allowed us to position ZeroWater's products as premium products by capturing and delivering the essence of that technology to the consumer using a distinctly upscale design," said Gil Hanson, President of Hanson Associates.

ZeroWater technology is a patented process that produces a clearly differentiable product. The filter is the most comprehensive gravity-fed filter available to consumers. ZeroWater markets a wide range of consumer water filtration products through retail outlets including Wal-Mart and Target and through the company's own website.

Hanson Associates specializes in developing integrated brand solutions for a wide range of global marketers, including: American Express, AstraZeneca, Potlatch, Colgate-Palmolive, JPMorganChase, Pernod Ricard and Sara Lee. For more information on Hanson Associates' strategic brand solutions, visit: www.hansondesign.com

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