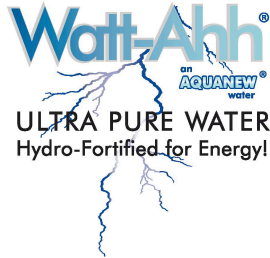


## News Release

March 12, 2013

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### **N.Y. Mayor Bloomberg's Imperial Ban on Soda Limits Fails**

**Sarasota, FL** – Mayor Michael Bloomberg and the N.Y. Board of Health's regulations on soda size, intended to combat obesity, was struck down by the court yesterday. The hotly contested regulations were deemed "arbitrary and capricious" by Justice Milton Tingling, Jr. of the New York State Supreme Court.

Mayor Bloomberg, who is understandably stunned and frustrated by the court ruling, stated at the press conference, "I've got to defend my children, and yours, and do what's right to save lives ... Obesity kills. There's no question it kills." When asked about the possibility of an appeal, the Mayor responded, "We believe we will win on appeal".

Perhaps Judge Tingling was concerned about the economic impact to small businesses, freedom in commercial trade, difficulties in consistent enforcement and lack of scientific evidence that such a ban will indeed combat obesity. An imperial ban, which may have been originally well-intended, is not the solution.

CEO of AquaNew, Rob Gourley, tells us there is innovation that works at the cellular level for optimum energy, health and weight control. "Rather than policing how much of a product a person can buy or consume, why not create a healthier product in the first place?" Gourley uses the analogy that high-sugar beverages are like giant cannons that can ravage our cells, causing collateral damage that leads to diseases such as diabetes. "Conversely, ultra-pure Watt-Ahh® is more like an arrow shot by a marksman, crossing the cellular membrane and supporting the life functions of the mitochondria with no side effects."

For a healthier soda, Gourley recommends replacing 30%-50% of a sugary drink with Watt-Ahh® such that the new beverage not only retains its flavor, but it tastes better without a "bubble-gum" after taste.

Innovation in new beverages that are healthier is a more collaborative solution for both the consumer and business interests and may be more effective in combating obesity than any regulatory mission.

**Visit [www.AquaNew.com](http://www.AquaNew.com) for more information about health benefits of Watt-Ahh®.**

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