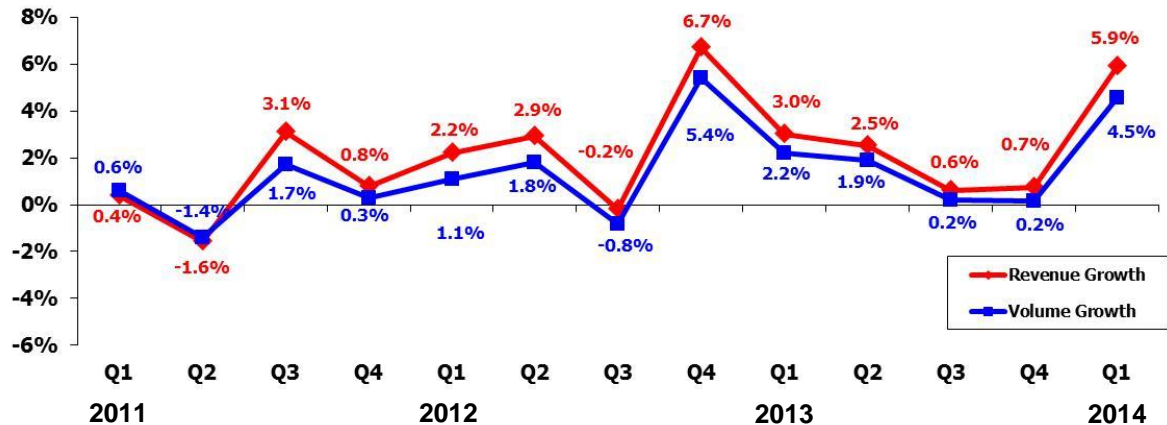


U.S. Bottled Water Category Performance – Q1 2014

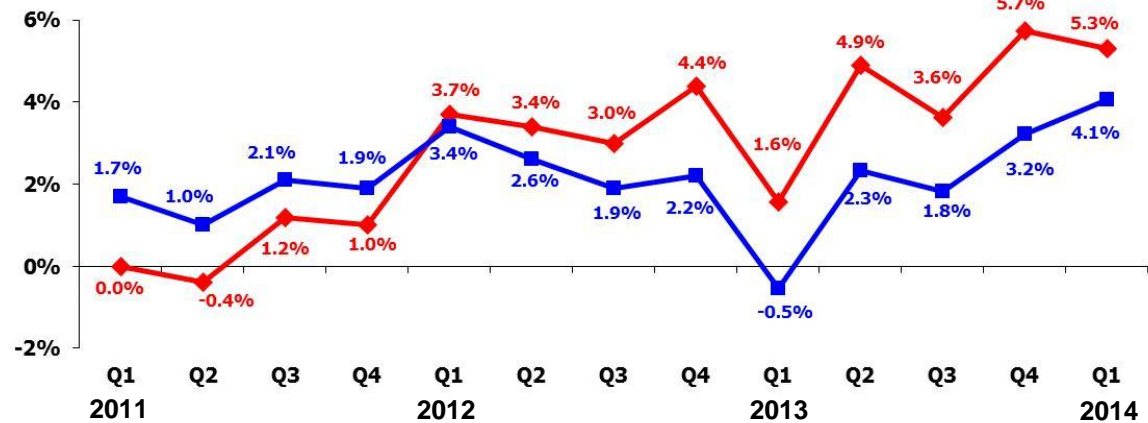
Bulk Water & HOD Bottled Water

Retail Bulk Water *Volume* Growth vs. *Revenue*



- Q1 2014's 4.5% advance was the largest gain in recent history, excluding Q4 2012's high 5.4% which was aided by Hurricane Sandy relates sales
- Retail Bulk has recorded 11 consecutive quarters where revenue change has surpassed volume change vs. prior year

HOD Bottled Water *Volume* Growth vs. *Revenue*



- HOD bottled water category volume grew +4.1% in Q1 2014
- While the HOD volume growth was good, the even better news is that the HOD category continues to see higher pricing trends. Two consecutive quarters of revenue growth in excess of 5%.
- This marks the 9th consecutive quarter that HOD revenues grew faster than HOD volume and the 11th consecutive quarter of HOD category revenue growth.

Source: Beverage Marketing Corporation