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Media Contact:

Sonali Mukerjee
Altus Marketing and Management
617.266.8900 x105
sonalim@ammteam.com

Biba Hydration Beverage is Ready For It's Close-Up
Upcoming launch in 145 Shaw's New England Locations Anchors First Wave of Regional Strategy

Boston, MA – (August 22, 2011) - Biba, a groundbreaking hydration beverage, is pleased to announce it will be debuting in the "Wild Harvest" section at Shaw's Supermarkets throughout New England, beginning in August 2011. Biba will be distributed to Shaw's by KeHE, a leading U.S. distributor of natural and specialty food products.

Biba's sparkling lime flavor is light on calories and heavy on antioxidants, electrolytes, vitamins and taste; providing all-natural hydration in a portably efficient 8.4oz can.

Developed in 2008 by Founder, Dr. David Paquette, Boston-based Biba is designed to provide all-natural hydration for a healthy lifestyle.

Formulated during time away from his dental practice in Hudson, MA, endurance athlete and marathon runner, Dr. Paquette developed Biba's formula to address dehydration from work, medication, illness as well as athletics.

"Professional athletes are not the only ones that need to be conscious about hydration," says Paquette. "Biba presents every day professionals with a great tasting, low calorie beverage to stay healthy and at the top of their game – whether their playing field is at the office or at the gym."

Biba is positioned perfectly to redefine the hydration segment away from coconut waters and their controversial claims regarding functionality, and high calorie, preservative laden sports drinks which have lost the strong hold they once had in the consumer marketplace.

Biba possesses the same functional characteristics of hydration beverages, while having a crisp, slightly carbonated flavor that appeals to consumers who want to hydrate both

naturally and tastefully.

“It's exciting to debut at Shaw's and take the hydration category to the next level. Consumers are demanding higher quality, lower calorie, functional drinks” says Biba Beverage's Managing Director Sean M. Hurley. “Biba brings exactly that; a fresh new, versatile and exciting beverage that provides an unmatched blend of taste and functionality.”

Drink Smart. Stay Hydrated. Drink Biba.

About Biba Beverages

Founded in 2008, Biba Beverages creates, markets, and sells innovative beverages to serve the rapidly growing demand for functional, all natural consumer products. Biba (pronounced 'BEE-buh) promotes a lifestyle of health and sustainability, serving as an alternative to caloric, preservative laden sports drinks. Biba is an all-natural blend of essential vitamins, minerals and electrolytes with a crisp, refreshing sparkling lime taste. Based in Boston, MA, Biba is owned by Poteris Ventures and managed by Founder, Dr. David Paquette and Managing Director Sean M. Hurley.

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