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Brooklyn Water Enterprises Inc. Launches Bottling Company

Delivers First Cases of Bottled Water to its Fast-Growing Chain of Restaurants

Boca Raton, Fla. (Nov. 10, 2011) – Brooklyn Water Enterprises Inc., the pioneering company that creates Brooklynized™ water for use in all its restaurants' food, beverage and bakery products, today announced the launch of The Original Brooklyn Water Bottling Co. In partnership with Keystone Water Company in Lake Placid, Fla., the bottling company has begun delivering water to company restaurants from the first of several planned regional bottling facilities.

"Having our bottled Brooklynized water produced at the plants will allow restaurants to have more product on hand while reducing labor and increasing profitability," said Steven M. Fassberg, founder, chairman and chief executive officer.

The bottling company and The Original Brooklyn Water Bagel Co. are subsidiaries of Brooklyn Water Enterprises Inc. The company uses its 14-step proprietary water technology to create Brooklynized water in each of its restaurants, and now at the plant. The bottling plant has the capacity to create 50,000 bottles of Brooklynized water per day.

The BankAtlantic Center, one of South Florida's premier sports and entertainment venues, is already offering The Original Brooklyn Water as its premium bottled water.

"Leonard Marsh, the co-founder of Snapple who joined our advisory board earlier this year, will play an integral role in the bottling company," Fassberg added. "His insight will be invaluable as our company continues its rapid national expansion."

About Brooklyn Water Enterprises Inc.

Brooklyn Water Enterprises Inc. evolved from the first Original Brooklyn Water Bagel Co. restaurant founded in 2009 in Delray Beach, Fla. It grew from a one-location proof-of-concept restaurant into a multi-faceted conglomerate of intellectual property and global opportunity. The subsidiaries under Brooklyn Water Enterprises umbrella are: The Original Brooklyn Water Bagel Co., The Original Brooklyn Water Bottling Co., The Original Brooklyn Water Coffee Co., The Original Brooklyn Water Pizza & Pasta Co., The Original Brooklyn Water Pretzel & Ice Co., The Original Brooklyn Water Finance Co., and The Original Brooklyn Water Blast Frozen Bagel Co. For more information, call 877-BAGEL-80 or visit www.brooklynwaterbagels.com.