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**Brooklyn Water Enterprises Inc. Names  
Chief Development Officer, Advisory Board Member**

*David Ross Brings 35 Years of Experience as  
Successful Real Estate Developer To Boost Company's Strategic Growth*

**Boca Raton, Fla.** (Nov. 21, 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 that David Ross, developer, former co-owner and operator of the Hard Rock Hotel & Casino in Biloxi, Miss. and developer of the Ritz-Carlton San Juan Hotel, Spa & Casino in Puerto Rico has joined its team as chief development officer and advisory board member.

"David brings a wealth of experience in the planning, financing and implementation of complex businesses that have thrived," said Steven M. Fassberg, founder, chairman and CEO of Brooklyn Water Enterprises Inc. "His business acumen and leadership skills will help guide our company's strategic growth and development."

Prior to joining Brooklyn Water Enterprises, Ross served as owner and president of Millamax Development Corp., where he was responsible for the financing, development, marketing and management of over \$1 billion of hotels, casinos, major market office buildings, shopping centers, industrial parks, planned communities and single-family homes in South Florida, New York, Mississippi, Puerto Rico and Connecticut.

"Brooklyn Water Enterprises is poised to be the fastest growing bakery café concept in America. Its quality food products, quick and friendly service and seasoned team of corporate executives have positioned the company for exponential growth," Ross said. "I look forward to bringing my experience and background in developing and operating large, multi-tier businesses to help manage that growth."

Ross is a graduate of The Wharton School of the University of Pennsylvania.

**About Brooklyn Water Enterprises Inc.**

Brooklyn Water Enterprises Inc. evolved from the first The 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. The company's subsidiaries 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](http://www.brooklynwaterbagels.com).

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