



For Immediate Release

June 29, 2004

Clarus Canadian Springs breaks new ground in Canadian water business!

With entrepreneur **Bob Axworthy** at the helm, Clarus Canadian Springs, a Manitoba owned company has seen more than 100% growth since it's inception.

Now Clarus Canadian Springs is breaking new ground with its newest member of the Clarus Canadian Springs Family – US based mineral water **Mineral Smart™**. Mineral Smart™ is purely natural, certified spring water; super charged with Mineral Smart™ essential minerals, which include Calcium, Magnesium, Copper, Selenium, Potassium & Zinc. This formula was developed in conjunction with **Dr. Alicja M. Zobel, Ph.D.** who was awarded the 2002 Top Woman Scientist in the world by NY Academy of Science, she is a Biochemistry Professor, a Professor of Cell Physiology, Professor of Phytochemistry, has 2 patents for anti-cancer natural products, has done extensive research with several international institutions/Universities and is associated with: Trent University – Canada, Cornell University – USA, and the Lublin Medical Academy – Poland.

Every drop of Mineral Smart™ water contains the perfect balance of minerals for a truly healthy drink and Clarus Canadian Springs is excited to bring this innovative new product to Canadians and look forward to manufacturing it right here in Manitoba.

With this new distribution contract under his belt Axworthy says, "We are always looking for new products to react to market trends. The continued growth of Clarus Canadian Springs depends on sourcing and developing new products. As consumers become more health conscious it is crucial to our growth that we react to these trends."

Clarus Canadian has a number of other major national contracts set to be announced in the coming weeks.

Clarus Canadian Springs is a Winnipeg-based bottler of pure spring water and specialty beverage products. The company bottles water under its own Clarus Canadian Springs label, and also produces a selection of fruit juices, carbonated spring water and sole Canadian distributor for US-based Cool Mountain Gourmet Sodas. Clarus also provides private-label bottling for a wide range of corporate clients, community organizations and fundraising initiatives. Clarus Canadian sells its products direct to retailers, as well as through a network of independent distributors. Clarus' products are available throughout Canada, Illinois, OHIO and New Jersey, and can be ordered direct through the company web-site at www.claruscanadian.com.

For more information about Clarus Canadian Springs, Cool Mountain Soda's, Mineral Smart™ or to arrange an interview with Mr. Axworthy, please call

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