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National Trading & Developing Establishment Supports FIJI Water's Sustainable Growth Initiative

/PRZOOM - Newswire/ - FIJI Water becomes the first carbon negative beverage product.

Dubai, UAE, United Arab Emirates, 04/21/2008 – National Trading and Developing Establishment (NTDE), main distributor of FIJI Water in Dubai, lauds FIJI Water's sustainable growth initiative that will make its products carbon negative in 2008. NTDE Chief Executive Officer Mr. Farid Ahmad said this move reaffirms FIJI Water's solid commitment to serve and protect the environment.

"NTDE salutes initiatives of FIJI Water to help mitigate global climate change, being FIJI's distributor in the Middle East, we are also inspired by their pursuit to help combat the ongoing effects of climate change," said Mr. Ahmad.

To become carbon negative in 2008, FIJI Water will account for the carbon footprint throughout the entire lifecycle of its products and then, through a combination of meaningful reductions and carbon-reducing land use and renewable energy projects, the production and sale of each bottle of FIJI Water will actually result in a net reduction of carbon in the atmosphere.

This move is the first in the beverage industry and no other beverage brand has ever made a similar commitment to help mitigate the effects of climate change.

FIJI Water also partnered with Conservation International (CI), a leading conservation organization, to counsel the former on their sustainability initiative and to develop an ambitious multi-benefit carbon offset plan that, in addition to reducing CO2 in the atmosphere, will also benefit Fiji's local communities and its biodiversity.

FIJI Water's Sustainable Growth Initiative is a multi-pronged effort that includes several significant strategies:

- Reduction of CO2 emissions associated with the company's operations
- Purchase of permanent and verifiable carbon offsets to cover 120% of the emissions that cannot be reduced directly
- Protection and permanent preservation of the largest remaining area of pristine rainforest in Fiji

Reduction of CO2 Emissions
An aggressive plan to reduce CO2 emissions, which is already underway, is the centerpiece of FIJI Water's sustainability program. This plan will account

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Reduction of CO2 Emissions
 An aggressive plan to reduce CO2 emissions, which is already underway, is the centerpiece of FIJI Water's sustainability program. This plan will account for all product lifecycle carbon emissions from raw materials production through post-consumer handling of its products. By 2010 the company's products, across their entire lifecycle, will deliver the following sustainability benefits (compared to a July 2006 - June 2007 baseline):

- 25% reduction in CO2 emissions
- 50% of energy used in the production process to come from renewable sources
- 20% reduction in product packaging
- 33% reduction in waste from the production facility in Fiji

"Climate change continues to be one of the biggest, most challenging problems our planet faces, and our Sustainable Growth Initiative is a comprehensive and sustained effort for FIJI Water to do its part - and take a leadership role - in the long-term pursuit of holistic environmental solutions," said Thomas Mooney, senior vice president, Sustainable Growth, FIJI Water.

Over the next three years, FIJI Water will reduce the amount of energy required throughout the lifecycle of its products through a number of efforts including engineering projects to increase the energy efficiency of its bottling facility in Fiji, optimization of logistics to make greater use of low carbon shipping modalities (primarily ocean freight and rail), and a reduction in packaging. Remaining energy demands will increasingly be met with renewable energy such as wind to power its bottling facility in Fiji, and bio-diesel to replace traditional diesel use in transportation and other applications.

ICF International, a global leader in analyzing emissions inventories and providing advice on climate strategy, will independently review and verify the company's carbon footprint. To ensure transparency of its carbon negative commitment, FIJI Water will work with ICF International to publicly report its progress against the above targets on an annual basis.

About FIJI Water
 FIJI® Water, a natural artesian water bottled at the source in Viti Levu (Fiji Islands), is the #1 imported bottled water brand and the top selling premium bottled water in the United States. A product of one of the last virgin ecosystems on the planet natural pressure forces FIJI Water out of its aquifer deep below the earth's surface and into iconic square bottles through a sealed delivery system free of human contact. FIJI Water has been top-rated in taste tests among bottled waters by Chicago Magazine, Cook's Illustrated Buying Guide, Men's Health, Every Day with Rachael Ray and others.

To further its ongoing mission of caring for the environment, FIJI Water is carbon negative. Carbon negative means that the production and sale of each bottle of FIJI Water results in a net reduction of carbon in the atmosphere. FIJI Water is also partnering with Conservation International and the people of Fiji to protect and preserve the Sivi Basin, the largest remaining pristine rainforest in Fiji.

About Conservation International
 Conservation International (CI) applies innovations in science, economics, policy and community participation to protect the Earth's richest regions of plant and animal diversity in the biodiversity hotspots, high-biodiversity wilderness areas and key marine ecosystems. With headquarters in Washington, D.C., CI works in more than 40 countries on four continents.

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