

FOR IMMEDIATE RELEASE

**FOR MORE INFORMATION:
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Watermill Express® announces opening in Dallas, Texas location

*Customers can receive free water and technology tours during the
Grand Opening: November 1 – 4, 2007.*

Brighton, Colo. – October 31, 2007 – Watermill Express, the nation's largest drive-up vendor of pure drinking water, announced today the opening of its newest location in Dallas, Texas.

The new location address is 1515 N. Cockrell Hill Road, Suite A, Dallas, Texas. Watermill Express locations are fully automated kiosks conveniently situated in shopping center parking lots throughout the country.

Customers are encouraged to bring their own containers and fill up to 10 gallons of free water during this new location's Grand Opening November 1 - 4, 2007, between 11:00 a.m. – 6:00 p.m. Staff will be present during this time to give complimentary technology tours. Merchandise will be available for sale, no purchase necessary for free water.

About Watermill Express:

Watermill Express is the nation's largest provider of drive-up, pure drinking water. Founded 23 years ago, in Brighton, Colorado, the company serves about 100,000 customers daily in the existing 1,200 corporate and franchised locations. Customers supply their own containers and purchase one, three or five gallons of water for an average price of 25¢ per gallon. In comparison to over-the-shelf water cost, Watermill Express customers save approximately 96%, based on 20 oz. bottles of water at \$1 each.

Watermill Express is an environmentally friendly alternative to pre-packaged water. By promoting reusable containers, the company has prevented the waste of an estimated 500 million disposable water bottles.

As the innovator of the pure drinking water concept, Watermill Express is the first in the nation to utilize a daily 29-step quality control checklist, surpassing even the most rigorous state inspection requirements. The company is present in nine states and soon will offer franchise opportunities in 10 additional states.

Call 1-800-487-9643 for a location listing or visit www.watermillexpress.com.