

# Press Release

## **Pura Vida h2o launches new Bluedrop Water re-branding effort**

Massachusetts-based purified water solutions firm re-brands the company to target fast-growing higher education market and younger generations

**Randolph, MA August 1, 2012:** In an effort to further penetrate the fast-growing higher education market while strengthening brand recognition and interest from college-age consumers, Pura Vida h2o has repositioned their branding and marketing approach by changing the company name to Bluedrop Water. The Massachusetts-based firm believes that this change will provide the platform to launch a new marketing campaign promoting sustainability, health, and convenience. Introducing an innovative and revolutionary new flavor-packet and water vending concept this Fall, Bluedrop intends to use their new name and branding efforts to capture the interest of younger generations by using a simple and well-defined marketing message accompanied by their new tagline “Reuse – Refill – Refresh”.

- The legal company name has changed to: Bluedrop Water, Inc. (called ‘bluedrop’)
- The corporate company webpage has changed to: [www.bluedropwater.com](http://www.bluedropwater.com)
- The company tag line has changed to: “Reuse – Refill – Refresh”
- Bluedrop Water can be reached by phone at 877-662-PURE (7873) or by email at [info@bluedropwater.com](mailto:info@bluedropwater.com)
- The new Bluedrop Water corporate logo has changed to:

