

Primo Water Corporation Logo

## Primo Water Fills Stores with More Water in Response to Hurricane Florence

September 12, 2018

**Primo is acting on an emergency preparedness plan to support residents fleeing the East Coast.**

**Winston-Salem, NC (September 11, 2018)** —Primo® Water, a leading provider of water dispensers and multi-gallon purified bottled water is acting on an emergency preparedness plan in response to Hurricane Florence.

Hurricane Florence is expected to set record flooding in states along the East Coast. States like North and South Carolina are expected to get the full force of the storm. The threat is expected to arrive Thursday. Hurricane Florence remains a dangerous Category 4 hurricane bringing in days of rain and flooding for cities within its path.

If Hurricane Florence storm remains a Category 4 storm when it reaches the coast, it will be the strongest storm on record to hit North Carolina.

Mandatory evacuation orders and a state of emergency have been issued in parts of coastal states including Maryland, Virginia, North Carolina and South Carolina.

North Carolina Governor, Roy Cooper said North Carolina is “the bullseye” of the storm. South Carolina’s Gov. Henry McMaster ordered an evacuation for the entire coastal line of South Carolina starting at noon on Tuesday.

“With evacuations happening across the eastern seaboard, it’s vital that we are prepared for the water demands in stores. People are flooding stores and purchasing the essentials and we know that water is a non-negotiable. Water needs to be available to residents of these areas,” said Primo CEO, Matt Sheehan.

Primo Water has issued a plan to deploy resources covering Virginia, North Carolina and South Carolina residents. The goal of this plan is to ensure that residents of the affected areas are supplied with clean drinking water during the time of heightened demand.

Primo is currently operating in phase three of the Hurricane Activation Plan which focuses on increasing delivery frequency of water and increases in-store capacity. As the hurricane approaches, Primo will continue to monitor and activate support in areas where increased attention is needed.

“We have strategically placed distribution plants based on historical trends to be prepared for hurricane season. Our facilities are working hard to increase in-store availability. Right now, our team is focused on getting as much as we can into our retail stores for people to access before the storm,” said Sheehan.

Primo will continue to deliver water, work to maintain refill machines, and remain aware of the storm’s progress in the coming days.

To find Primo water, search for a location nearest you by visiting, <https://primowater.com/find-shop/>.

### **About Primo Water**

Primo Water Corporation (Nasdaq:PRMW) is an environmentally and ethically responsible company with a purpose of inspiring healthier lives through better water. Primo is North America’s leading single source provider of water dispensers, multi-gallon purified bottled water, and self-service refill water. Primo’s Dispensers, Exchange and Refill products are available in over 45,000 retail locations and online throughout the United States and Canada. For more information and to learn more about Primo Water, please visit our website at [www.primowater.com](http://www.primowater.com).

### **MEDIA CONTACT**

Madison Pichardo  
Chief of Staff  
[mpichardo@primowater.com](mailto:mpichardo@primowater.com)  
336.970.9237