



Water Coolers are the Newest Trend for Drinking Water

10% more water coolers sold in 2008 as Americans found an alternative

Winston-Salem, NC, January 7, 2009 - Millions of Americans are turning to water coolers as their primary source for drinking water and are realizing greater savings, drinking more water and enjoying the convenience that a cooler offers as a result. In 2008, more than 675,000 coolers were sold through the home improvement, mass merchandise and hardware channels. This is an increase of more than 10% over 2007.

“People still love the convenience of having bottled water, but are greatly aware of the environmental disadvantages of using case packs and are still unsure about the quality of tap water,” said Carrie Collins, director of product marketing at Primo Water Corporation, the leading water cooler manufacturer in the country. “In addition, people forget to change filters so they were looking for a better option and have found it in owning a water cooler.”

Homeowners are finding water coolers that are Energy-Star rated and can be switched off to save electricity, as well as child safety locks and tip over braces to protect children. In addition to the functional benefits water coolers provide, many feature stylish décor elements that fit into any kitchen design without the hefty price tag.

“Coolers are no longer the old, industrial models that are just located in offices or doctor’s offices,” said Collins. “Now they are available in stainless steel to match the other kitchen appliances and have bottom loading models, so there is no more lifting and then flipping the water bottles. All of this while fitting into a household budget and only taking up a square foot of space.” Starting at \$99, water coolers can be found in the plumbing and hardware section of home improvement, mass merchandise and hardware stores across the country.

About Primo Water Corporation

Primo Water Corporation, a privately-held company based in Winston-Salem, North Carolina, manufactures, markets, and services mineral enriched bottled water that meets both the convenience consumers seek and the environmental benefits they desire. To learn more and to join our community for exclusive offers, including free cooler giveaways, visit www.primowater.com