

FOR IMMEDIATE RELEASE

ZING PARTNERS WITH WELL AWARE TO BRING CLEAN WATER TO AFRICA

January 16th, 2010 - Austin, TX - Zing Holdings LLC, based in Austin, Texas, today announced their sponsorship of Well Aware, a non-profit created to bring clean water to impoverished areas in Africa. A portion of profits from the sale of ZINGWater, a caffeinated energy water, will support Well Aware's current and future efforts.

Zing made its first contribution at a bon voyage party this Saturday to kick off Well Aware's long awaited drilling trip to Kenya later this week. When they return, the team will have made clean drinking water available to more than 30,000 members of the Maasai tribe and their livestock for years to come.

Zing founders Loren Guerra and Dee Golden agreed to support a global clean water initiative when they created the company in 2009. Guerra explains, "Once we found Well Aware and met the team, it became very clear this was a good match. Given the business we are in, providing clean water is a natural, and supporting a local charity run by great people really sealed the deal."

About ZINGWater

ZINGWater is the first product distributed by ZING Holdings, LLC, a company founded and based Austin, Texas. Each bottle of ZINGWater contains approximately the same amount of caffeine as a typical energy drink and a portion of every bottle sold will go to global clean water efforts. Visit www.ZingWater.com for more information.

About Well Aware

Well Aware is a non-profit charity based in Austin, Texas structured to raise funds and facilitate the construction of water wells in drought stricken areas of Africa. 100% of public donations go directly to drought relief. Visit www.WellAwareWorld.org for more information.

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