

BOREAL WATER DEBUTS BIODEGRADABLE BOTTLE AT PLMA IN CHICAGO

Wednesday November 11, 2009 12:00 am ET



BOREAL WATER DEBUTS BIODEGRADABLE BOTTLE AT PLMA IN CHICAGO

For Immediate Release – Kiamesha Lake, NY - Boreal Water Collection Inc. (OTC:BRWC.PK) announced today they will debut their private label water in the ENSO biodegradable plastic bottle at the PLMA trade show in Chicago.

"Boreal Water Collection's goal is to become North America's leading producer of high-end private label bottled water," said Francine Lavoie, President and CEO of Boreal Water Collection. "We along with our Canadian affiliate, Les Sources Saint-Elie Inc., are committed to provide our customers with the highest quality private label bottled water at affordable prices along with our outstanding customer service. We offer our customers a wide range of bottling products with various labels, shapes, and sizes which are now available in ENSO, the world's first truly recyclable and biodegradable plastic bottle."

BOREAL WATER recently expanded operations with the purchase of Leisure Time Spring Water Company which has been operating in the Kiamesha Lake area for over 125-years. Located northwest of New York City, the 72,000 square foot Kiamesha Lake facility includes six bottling production lines supporting production and distribution to customers in New York City and throughout the Northeastern United States.

"Our customers have been asking for an environmental solution, with an ENSO bottle we can provide them with the finest water and a biodegradable plastic bottle," said Lavoie.

"We're excited to be working with Boreal introducing our biodegradable bottle at a prestigious event like the PLMA trade show," said Danny Clark, President of ENSO Bottles. "Our bottles provide an environmental solution for reducing plastic bottle pollution. Boreal and ENSO are going to have a huge impact on improving our environment."

Learn more about the PLMA Trade Show and how you can help to reduce plastic pollution and improve our environment by visiting ENSO on facebook, www.facebook.com/ensobottles.

Stop by and visit Boreal Water Collection at the Private Label Manufacturing Association Trade Show, Booth number 1139, Nov. 15-17 in the Chicago Rosemont Convention Center.

ENSO Bottles, LLC, of Phoenix, Arizona is an environmental company dedicated to creating "Bottles for a Healthier Earth". ENSO Bottles with EcoPure™ are designed to recycle and biodegrade in landfill environments. For more information on ENSO Bottles, visit www.ensobottles.com or call 866-936-3676.

About Boreal Water Collection Inc.

Boreal Water Collection's goal is to become the leading producer of high-end private label bottled water in North America. BOREAL plans to achieve this goal by developing its affiliation with Les Sources Saint-Elie Inc., a Canadian company that has been the leading producer of high-end private label bottled water in Eastern Canada over the last decade. BOREAL is committed to providing its customers with the highest quality bottled water products at the most affordable prices possible. In addition, Boreal prides itself on providing outstanding customer service. Through its license with Les Sources Saint-Elie Inc., Boreal has an impressive product line, featuring various labels and water bottle shapes and sizes. In today's health-conscious society, private label bottled water is an effective and highly desirable vehicle to promote businesses. Because Boreal provides a turn-key solution, it is able to offer its service to almost every type of corporate customer.

For further information on BOREAL WATER COLLECTION, visit www.borealwater.com or contact Francine Lavoie, President and CEO at 866-429-0101, ext. 140 or at investors@borealwater.com.

Forward-Looking Statements

Please be advised that statements made herein, other than historical data, constitute forward-looking statements that involve risks and uncertainties that could cause actual results to differ materially from those stated or implied by such forward-looking statements. The potential risks and uncertainties include, among others, potential volatility in the company's stock price, increased competition, customer acceptance of new products and services offered by the company, and uncertainty of future revenue and profitability and fluctuations in its quarterly operating results. Please also be advised that the company's stock is not currently registered with the Securities and Exchange Commission.

Source: BOREAL Water Collection, Inc.