

Boreal Water Announces 15% Sales Increase: Signs WAT-AAH! and Extends National Reach.

Second Shift Has Been Added to Satisfy Tri-State "Thirst" for Boreal's "Leisure Time Spring Water" and Premium Private Label Bottled Water

KIAMESHA LAKE, NY--(Marketwire - February 24, 2011) - Boreal Water Collection, Inc. (PINKSHEETS: BRWC) proudly welcomes another well-known company to its growing roster of Tri-State customers, while acknowledging each other's area of expertise in providing quality products and consumer service. Following in the footsteps of Boreal's increased marketing presence in New York City, this contract among others, will immediately increase its sales by 15 percent. As a direct result of Boreal's marketing team's latest success, new employees and a second production shift have been added to satisfy New York's "thirst" for pristine "Leisure Time Spring Water," and Premium Private Label water.

About WAT-AAH!

WAT-AAH! is a line of functional water for kids, free of sugar, colors and bad stuff! It tastes like pure clean unadulterated water and is available in over 3,000 stores nationwide including Whole Foods, ShopRite, Food Lion, and others and has international distribution in Bermuda, Guam and South Korea. It is also carried by over 625+ schools/districts across the country. WAT-AAH! has sponsored numerous high profile events such as Willow Smith's Power 105 Holiday Party, NY Children's Film Festival, Harry Potter VII Movie Premiere, and many others.

WAT-AAH!'s mission is to reverse kids dependency on sodas and sugary drinks and to make water their #1 choice for hydration. WAT-AAH!'s ultimate goal is to help fight childhood obesity and diabetes.

"I created WAT-AAH! with the belief that the right marketing could lead to a positive change by building a desire for water, a product that kids already know is good for them, but until now has been perceived as boring," stated Rose Cameron, founder and CEO. For more info: www.wat-aah.com

Boreal's "Leisure Time Spring Water" brand and premium private label program continues to extend its national reach.

Your brand our experience!

For more information on Boreal Water Collection, please contact us at 917-463-3389 or email us at investors@borealwater.com, sales@borealwater.com, or follow us at www.borealwater.com and on the different social media sites such as www.facebook.com/privatelabelbottledwater, www.linkedin.com/in/borealwater, and www.twitter.com/BorealWater.

About us: Boreal Water Collection is a personalized bottled water corporation, specialized in providing premium custom bottled water for your company and customers. Whether it is for publicity, promotion, marketing, internal use or a specific event, Boreal offers fully integrated turnkey service, with prize-winning Boreal private label water, made-to-order labelling, and distinctive water containers. Unlike other competitors, Boreal also has exclusive access to two pristine and abundant springs, one an award winning source deep in the untouched wilds of Canada and the other in the prestigious Catskill Mountains in New York. With exclusive unlimited exploitation rights, Boreal has a confirmed volume in excess of thousands of millions of gallons.

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.

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