

Eniva Corporation Provides 10 Semis of Water and Electrolytes for Hurricane Katrina Victims

FOR IMMEDIATE RELEASE

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(Minneapolis, MN) Minnesota-based Eniva Corporation announced its goal of sending 100,000 bottles of purified drinking water, electrolyte beverages and nutritional supplements to victims of the recent Hurricane disaster. This large volume amounts to approximately 10 semis full of palleted beverages. 10,000 bottles have already been sent out, with the remainder to be shipped over the course of the next several months.

Eniva Corporation, a manufacturer of advanced nutritional supplements, is diverting its for-profit operations to fulfill the water, electrolyte and supplements obligation. In addition to using the company's production lines for relief products during the week, Eniva employees and friends are donating time during evenings and weekends to help with the large production requirements. Eniva's network of distributors are also donating funds to the cause, helping the company reach its 100,000 bottle goal. The value of the donation is approximately \$200,000, an amount quite significant in comparison to what other Minnesota companies of a similar size are donating.

In addition, Eniva is providing two long-term drop-off depots for individuals who would like to donate non-perishable food items, household items, clothing and personal care items for victims. These drop-off sites are at their two Distribution and Will Call facilities in Blaine, MN.

Eniva CEO and Chairman, Andrew Baechler, stated "It is part of our mission to take wellness to the world, and to us, that means also taking it to people whose health are in danger from a disaster. We simply knew we needed to help." Vice Chairman and Chief Medical Officer, Dr. Benjamin Baechler comments, "When a disaster of this magnitude occurs, people's health can be seriously compromised by dehydration, infection and environmental contamination. We hope our products will keep people healthy as they begin to rebuild their lives."

Eniva is partnering with Second Harvest Heartland, located in St. Paul, MN, to distribute the donated items throughout the areas of greatest need.

Second Harvest Heartland is a national network of more than 200 food banks that specialize in the logistics of acquiring and transporting millions of pounds of food items to disaster victims.

Eniva Corporation also recently donated more than \$30,000 in nutritional supplements to victims of the December 2004 Tsunami disaster.

For more information, contact, Mary Veloske at Eniva Corporation, 763-795-8870, or Second Harvest Heartland, 651-209-7943. Visit www.eniva.com.