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WHITE HAT BRANDS, AMERICAN CAMP ASSOCIATION LAUNCH PARTNERSHIP TO ADVANCE CHILDREN'S WELLNESS

Dog On It! Fortified Juice Beverages for Kids Introduced to Nearly 2,500 Camps Nationwide

ATLANTA (March 5, 2008) White Hat Brands, makers of *Dog On It!* fortified juice beverages, announced today that it has teamed up with the American Camp Association® (ACA), an association of nearly 2,500 camps nationwide whose purpose is to promote human development and enrich the lives of children through the camp experience.

“Our support of the ACA is grounded in our mission to promote health and wellness among kids,” said White Hat Brands’ CEO Kevin Quirk. “Our aim is to have an impactful role in the fight against childhood obesity through our community involvement, our line of fortified juice beverages and by partnering with like-minded organizations, like the ACA.”

Made with all natural ingredients, *Dog On It!* fortified juice beverages are loaded with calcium, vitamins A, B, C, D, E and other essential nutrients - without adding excess sugar or high fructose corn syrup found in many other leading juices. The line includes five fruit flavor varieties packaged in 8-ounce portion-controlled plastic recyclable bottles and can be found in major grocery chains throughout the Northeast for an average retail price of \$3.99 per 6-pack.

ACA partnered with White Hat Brands to help promote *Dog On It!* as a way of offering a healthy and nutritious choice for campers in ACA camp canteens and snack bars. The camp industry has been

committed to “partnering with parents” on many levels. When camps offer this beverage as an alternative to other drinks in the dining hall, on field-trips or in the canteen, they can be assured that parents will be happy with the choice.

“ACA welcomes its partnership with White Hat Brands and their line of *Dog On It!* fortified juice beverages to offer camps new options in their efforts to emphasize healthful choices for their campers,” said Peter Surgenor, ACA National President.

About White Hat Brands – Atlanta-based White Hat Brands is committed to promoting the health and wellness of children by providing healthy and nutritious products and related services to support healthy eating habits and regular physical activity, especially during the pre-teen years. The company produces a variety of great tasting, fortified juice beverages for kids under the brand *Dog On It!* that are made with all natural ingredients and loaded with calcium and vitamins A, B, C, D, & E – without adding excess sugar or high fructose corn syrup. Visit www.WhiteHatBrands.com for more information. *White Hat Brands*® and *Dog On It!*™ are trademarks of White Hat Brands, LLC.

About American Camp Association® (ACA) – For nearly 100 years, ACA’s community of camp professionals has joined together to share knowledge and experience and to promote positive human development by enriching the lives of children, youth, and adults through the camp experience. Over 7,000 individual members belong to the American Camp Association, which is the only national organization that accredits camps. There are over 2,400 ACA-Accredited® camps throughout the U.S., which meet up to 300 health, safety, and programming standards. Visit www.ACACamps.org for more information.

SOURCE: White Hat Brands, LLC

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