

Eagle Ventures Announces Record First Quarter Sales for Hydrate2O

Fri May 9, 2008 4:25pm EDT

EAGLE, Idaho, May 9 /PRNewswire-FirstCall/ --
Ventures International, Inc. ("the Company") announced today that one of its wholly-owned subsidiaries, Hydrate2O, booked record sales for the first quarter of 2008, up 33% over the same period last year.

The increase in demand and ongoing support for Hydrate2O's grass roots movement fuels their continual growth. "We have a uniquely better product that we are passionate about and I know our passion easily translates in our message to consumers, supporters, and store managers where our product is sold," commented Bruce Thompson, President of Hydrate2O. The choice to run their marketing campaign from the ground up versus an immediate and over-saturated media campaign is no accident. By entering the market at the grass roots level they are not only better able to tell their story but they are also able to keep a tight reign on the quality of the message and the integrity of the product.

Mr. Thompson's extensive marketing and branding background has been a tremendous asset to the Company and he wants his supporters to know, "As our growth continues to climb we will enter main-stream media, but the support and feedback we have received from consumers and stores that sell Hydrate2O has been overwhelming and has helped us to create a rock solid marketing foundation that will easily translate to the next level."

The future for Hydrate2O is promising. The Company will continue to focus their efforts on providing a product that meets their highest standards and educating their consumers on the health benefits of proper hydration. In the past year, the Company has successfully targeted local schools and athletic departments to provide healthy beverage alternatives for their kids and will continue to support the ongoing efforts to encourage children and their parents to choose a healthy alternative over the high sugar energy drinks that have saturated the market.

About Hydrate2O

Hydrate2O is premium bottled water providing enhanced and quicker

hydration. This means that through patent pending technology and a proprietary blend of organic mineral electrolytes, Hydrate20 is easily absorbed by the body and clinically proven to hydrate 8 times more efficiently than the EPA standard. Unlike regular bottled or tap water, the structure of Hydrate20's water molecules absorb at an intra cellular level, identical to the cell water found naturally in fruits and vegetables. For more information on the science behind Hydrate20 please visit <http://www.hydrate20.com>.

Hydrate20 is located in Eagle, ID with its main bottling plant in Forest Grove, Oregon and Roseville, California. Their successful entrance into the beverage market has been centered on their grass roots efforts and passion for the integrity of their product.