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HANDS2GO TO PROTECT CELEBS AT 2010 SUNDANCE FESTIVAL

Livingston, NJ, January 20, 2010: Many celebrities travel with their own personal bodyguards these days. However, no number of buff men will be capable of fending off a barrage of microscopic germs that will be circulating the red carpet previews at this year's Sundance Film Festival. That is why Hands2GO®, our alcohol-free hand sanitizer, is coming to the rescue of hundreds of celebrities. "Providing an additional level of protection from all the hand shaking while deal making is our main concern," says Francine Glick, the president and CEO of Water Journey®.

On a serious note, we are all aware that the H1N1 pandemic is still a major concern and the seasonal flu is on the rise. "A majority of bacterial and viral infections are spread through hand contact," said David Anfang, M.D., a fellow of The American College of Surgeons. He endorses easy to use and low cost foam, alcohol-free hand sanitizers, such as Hands2GO, that offer excellent protection from this common and potentially dangerous problem.

In conjunction with Park City TV, Hands2GO will be distributed in celebrity gift bags and available at check-in tables and celebrity interviews to stem the spread of germs. Water Journey is making a conscious effort to keep everyone healthy during and after the film festival concludes. Hands2GO's patented, green certified formula is perfectly safe for sanitizing hands of all sizes. It is a fast-acting foam that is remarkably gentle and non-drying during the cold winter months.

Hands2GO® does not follow the alcohol-based gel formula of countless other sanitizers because of the problems associated with these products. Alcohol-based gels are typically drying to the skin, odorous and flammable.

Hands2GO® is alcohol-free, fragrance-free and its patented formula includes moisturizing aloe vera and soothing extracts of lavender and chamomile. Extensive testing by an independent laboratory has proven that Hands2GO® kills 99.999% of germs on contact. Hands2GO® comes in portable 1 oz. and foaming 50 ml bottles as well as 7 oz. desktop bottles, wall dispensers, and gallon refills for institutional use. Water Journey® is certified as a woman-owned business by the Women's Business Enterprise National Council.

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About Hands2GO® and Water Journey® Hands2GO is the industry leader in the antibacterial alcohol-free hand sanitizer market and the first-of-its-kind patented product. Manufactured in the U.S. in an FDA-regulated plant, Hands2GO, with parent company Water Journey, is the recipient of numerous awards including the American Express Make Mine a \$Million program. Hands2GO is independently tested for product safety, antibacterial efficacy, following FDA standards. It is effective in killing harmful bacteria such as MRSA, Staph Aureus, Pseudomonas Aeruginosa, Aspergillus, Candida Albicans and E. Coli. Its unique, non-greasy formula kills 99.99 percent of known bacteria instantly. Hands2GO is formulated with a natural moisturizing blend of aloe vera, chamomile and lavender extracts. Founded in 1997 by M.B.A. mompreneur Francine Glick and brought to market in 2003, Hands2GO is the only alcohol-free hand sanitizer available at 5,000 retail stores nationwide including Babies 'R Us, Toys 'R Us, Bed Bath & Beyond, Buy Buy Baby, Harmon's, Duane Reade, Whole Foods (East Coast), HEB, Raley's, Price Choppers, and CVS.com. In addition to home, work and school use, Hands2GO can be sold wholesale to the service industry (hotels, restaurants, health care providers, government, etc.). For more information go to: www.waterjourney.com.

//Note to Editors: Glick is available for interviews; product available for review or demo. Contact Francine Glick, 973-994-4577, fglick@waterjourney.com.