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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91175209
Party	Plaintiff O Beverages, LLC, O Waters LLC
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Date	06/06/2008
Attachments	Exhibit C to Memo in Support of Motion to Compel.pdf (155 pages)(11380696 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

O WATERS, LLC	:	
O BEVERAGES, LLC	:	
	:	
Opposers,	:	
	:	
v.	:	Opposition No. 91/175,209
	:	
BIOTA BRANDS OF AMERICA, INC.	:	
	:	
Applicant.	:	

OPPOSERS' REQUESTS FOR ADMISSION

Pursuant to Rule 36 of the Federal Rules of Civil Procedure and Rules 2.116 and 2.120(h) of the Trademark Rules of Practice, Opposers O Waters, LLC and O Beverages, LLC request that Applicant Biota Brands of America, Inc. answer the following requests for admission separately and fully in writing within 30 days.

Applicant is reminded that the Board's standard protective order automatically applies to this proceeding pursuant to Trademark Rule 2.116(g), including any information requested by these Requests that is allegedly confidential.

DEFINITIONS

Opposers incorporate by reference the Definitions set forth in Opposers' Interrogatories.

The term "Applicant's BIOTA Mark" refers to each Mark that Applicant has used, is using, intends to use in the United States that contains the word "BIOTA."

The term "Applicant's O Mark" refers to the mark set forth in U.S. Application Serial Number 78/386,337, insofar as it has been used as a stand-alone mark that is separate from Applicant's BIOTA Mark. The term "Applicant's O Mark" does not refer to Applicant's BIOTA

Mark, regardless of whether Applicant's O Mark has been incorporated into Applicant's BIOTA Mark or has been used as a component of Applicant's BIOTA Mark.

REQUESTS FOR ADMISSION

Request No. 1. Admit that Applicant is not using Applicant's O Mark on any of the products listed in U.S. application number 78/386,337.

Request No. 2. Admit that Applicant is not using Applicant's O Mark on labels, packaging or containers for any product listed in U.S. application number 78/386,337.

Request No. 3. Admit that Applicant is not using Applicant's O Mark on labels, packaging or containers for fruit juices offered for sale in the United States.

Request No. 4. Admit that Applicant is not using Applicant's O Mark on labels, packaging or containers for enhanced waters offered for sale in the United States.

Request No. 5. Admit that as of March 17, 2004 Applicant was not using Applicant's O Mark on labels, packaging or containers for fruit juices offered for sale in the United States.

Request No. 6. Admit that as of October 26, 2004 Applicant was not using Applicant's O Mark on labels, packaging or containers for fruit juices offered for sale in the United States.

Request No. 7. Admit that Applicant did not use Applicant's O Mark on labels, packaging or containers for fruit juices offered for sale in the United States in calendar year 2004.

Request No. 8. Admit that Applicant was not using Applicant's O Mark on labels, packaging or containers for enhanced waters offered for sale in the United States as of March 17, 2004.

Request No. 9. Admit that Applicant was not using Applicant's O Mark on labels, packaging or containers for enhanced waters offered for sale in the United States as of October 26, 2004.

Request No. 10. Admit that Applicant did not use Applicant's O Mark on labels, packaging or containers for enhanced waters offered for sale in the United States in calendar year 2004.

Request No. 11. Admit that Applicant never used Applicant's O Mark on any of the products listed in U.S. application number 78/386,337.

Request No. 12. Admit that Applicant never used Applicant's O Mark on labels, packaging or containers for any of the products listed in U.S. application number 78/386,337.

Request No. 13. Admit that Applicant never used Applicant's O Mark on labels, packaging or containers for fruit juices offered for sale in the United States.

Request No. 14. Admit that Applicant never used Applicant's O Mark on labels, packaging or containers for enhanced waters offered for sale in the United States.

Request No. 15. Admit that at the present time, Applicant does not license Applicant's O Mark to third parties for use in the United States on or in connection with any of the goods listed in U.S. application number 78/386,337.

Request No. 16. Admit that at the present time, Applicant does not license Applicant's O Mark to third parties for use in the United States on or in connection with fruit juices.

Request No. 17. Admit that at the present time, Applicant does not license Applicant's O Mark to third parties for use in the United States on or in connection with enhanced waters.

Request No. 18. Admit that Applicant did not license Applicant's O Mark to third parties for use in the United States on or in connection with fruit juices as of March 17, 2004.

Request No. 19. Admit that Applicant did not license Applicant's O Mark to third parties for use in the United States on or in connection with fruit juices as of October 26, 2004.

Request No. 20. Admit that Applicant did not license Applicant's O Mark to third parties for use in the United States on or in connection with fruit juices in calendar year 2004.

Request No. 21. Admit that Applicant did not license Applicant's O Mark to third parties for use in the United States on or in connection with enhanced waters as of March 17, 2004.

Request No. 22. Admit that Applicant did not license Applicant's O Mark to third parties for use in the United States on or in connection with enhanced waters as of October 26, 2004.

Request No. 23. Admit that Applicant did not license Applicant's O Mark to third parties for use in the United States on or in connection with enhanced waters in calendar year 2004.

Request No. 24. Admit that Applicant never licensed Applicant's O Mark to third parties for use in the United States on or in connection with any of the goods listed in U.S. application number 78/386,337.

Request No. 25. Admit that Applicant never licensed Applicant's O Mark to third parties for use in the United States on or in connection with fruit juices.

Request No. 26. Admit that Applicant never licensed Applicant's O Mark to third parties for use in the United States on or in connection with enhanced waters.

Request No. 27. Admit that Applicant does not have any current inventory of mineral waters offered for sale in the United States.

Request No. 28. Admit that Applicant does not have any current inventory of mineral waters in the United States for which the labels, packaging or containers bear Applicant's O Mark.

Request No. 29. Admit that Applicant does not have any current inventory of spring waters offered for sale in the United States.

Request No. 30. Admit that Applicant does not have any current inventory of spring waters in the United States for which the labels, packaging or containers bear Applicant's O Mark.

Request No. 31. Admit that Applicant does not have any current inventory of drinking waters offered for sale in the United States.

Request No. 32. Admit that Applicant does not have any current inventory of drinking waters in the United States for which the labels, packaging or containers bear Applicant's O Mark.

Request No. 33. Admit that Applicant does not have any current inventory of bottled waters offered for sale in the United States.

Request No. 34. Admit that Applicant does not have any current inventory of bottled waters in the United States for which the labels, packaging or containers bear Applicant's O Mark.

Request No. 35. Admit that Applicant does not have any current inventory of fruit juices in offered for sale in the United States.

Request No. 36. Admit that Applicant does not have any current inventory of fruit juices in the United States for which the labels, packaging or containers bear Applicant's O Mark.

Request No. 37. Admit that Applicant does not have any current inventory of enhanced waters offered for sale in the United States.

Request No. 38. Admit that Applicant does not have any current inventory of enhanced waters in the United States for which the labels, packaging or containers bear Applicant's O Mark.

Request No. 39. Admit that, as of March 17, 2004, Applicant did not have any inventory of fruit juices in the United States bearing Applicant's O mark on the labels, containers or packaging for such products.

Request No. 40. Admit that, as of October 26, 2004, Applicant did not have any inventory of fruit juices in the United States bearing Applicant's O mark on the labels, containers or packaging for such products.

Request No. 41. Admit that Applicant did not have any inventory of fruit juices in the United States bearing Applicant's O mark on the labels, containers or packaging for such products in calendar year 2004.

Request No. 42. Admit that Applicant did not have any inventory of fruit juices offered for sale in the United States as of March 17, 2004.

Request No. 43. Admit that Applicant did not have any inventory of fruit juices offered for sale in the United States as of October 26, 2004.

Request No. 44. Admit that Applicant did not have any inventory of fruit juices offered for sale in the United States in calendar year 2004.

Request No. 45. Admit that Applicant did not have any inventory of enhanced waters offered for sale in the United States as of March 17, 2004.

Request No. 46. Admit that Applicant did not have any inventory of enhanced waters offered for sale in the United States as of October 26, 2004.

Request No. 47. Admit that Applicant did not have any inventory of enhanced waters offered for sale in the United States in calendar year 2004.

Request No. 48. Admit that Applicant did not have any inventory of enhanced waters with labels, packaging or containers bearing Applicant's O Mark as of March 17, 2004.

Request No. 49. Admit that Applicant did not have any inventory of enhanced waters with labels, packaging or containers bearing Applicant's O Mark as of October 26, 2004.

Request No. 50. Admit that Applicant did not have any inventory of enhanced waters with labels, packaging or containers bearing Applicant's O Mark in calendar year 2004.

Request No. 51. Admit that Applicant never had any inventory of fruit juices offered for sale in the United States.

Request No. 52. Admit that Applicant never had any inventory of fruit juices with labels, packaging or containers bearing Applicant's O Mark.

Request No. 53. Admit that Applicant never had any inventory of enhanced waters offered for sale in the United States.

Request No. 54. Admit that Applicant never had any inventory of enhanced waters with labels, packaging or containers bearing Applicant's O Mark.

Request No. 55. Admit that Applicant does not have any current inventory of advertising, marketing or promotional materials for any of the products listed in U.S. application number 78/386,337.

Request No. 56. Admit that Applicant does not have any current inventory of non-electronic format advertising, marketing or promotional materials for any of the products listed in U.S. application number 78/386,337.

Request No. 57. Admit that Applicant does not have any current inventory of advertising, marketing or promotional materials for any product that is offered for sale in the United States under Applicant's O Mark.

Request No. 58. Admit that Applicant does not have any current inventory of non-electronic format advertising, marketing or promotional materials for any product that is offered for sale in the United States under Applicant's O Mark.

Request No. 59. Admit that Applicant ceased using Applicant's O Mark on the products listed in U.S. application number 78/386,337 on or before October 30, 2007.

Request No. 60. Admit that Applicant ceased using Applicant's O Mark on labels, packaging and containers for the products listed in U.S. application number 78/386,337 on or before October 30, 2007.

Request No. 61. Admit that Applicant does not intend to use Applicant's O Mark on any of the products listed in U.S. application number 78/386,337 after October 30, 2007.

Request No. 62. Admit that Applicant does not intend to use Applicant's O Mark on labels, packaging, or containers for any of the products listed in U.S. application number 78/386,337 after October 30, 2007.

Request No. 63. Admit that Applicant ceased licensing Applicant's O Mark to third parties for use in the United States on or in connection with the goods listed in U.S. application number 78/386,337 on or before October 30, 2007.

Request No. 64. Admit that Applicant does not intend to license Applicant's O Mark to third parties for use in the United States on or in connection with the goods listed in U.S. application number 78/386,337 after October 30, 2007.

Request No. 65. Admit that Applicant does not intend to resume use of Applicant's O Mark on any of the products listed in U.S. application number 78/386,337.

Request No. 66. Admit that Applicant does not intend to resume use of Applicant's O Mark on labels, packaging or containers for any of the products listed in U.S. application number 78/386,337.

Request No. 67. Admit that Applicant has not used Applicant's O Mark as a stand-alone mark that is physically separate from Applicant's BIOTA Mark on any product listed in U.S. application number 78/386,337.

Request No. 68. Admit that Applicant has not used Applicant's O Mark as a stand-alone mark that is separate from Applicant's BIOTA Mark on the labels, packaging or containers for any product listed in U.S. application number 78/386,337.

Request No. 69. Admit that as of March 17, 2004 Applicant was not using Applicant's O Mark as a stand-alone mark that is separate from Applicant's BIOTA Mark on any product listed in U.S. application number 78/386,337.

Request No. 70. Admit that as of March 17, 2004 Applicant was not using Applicant's O Mark as a stand-alone mark that is separate from Applicant's BIOTA Mark on labels, packaging or containers for any product listed in U.S. application number 78/386,337.

Request No. 71. Admit that as of October 26, 2004 Applicant was not using Applicant's O Mark as a stand-alone mark that is separate from Applicant's BIOTA Mark on any product listed in U.S. application number 78/386,337.

Request No. 72. Admit that as of October 26, 2004 Applicant was not using Applicant's O Mark as a stand-alone mark that is separate from Applicant's BIOTA Mark on labels, packaging or containers for any product listed in U.S. application number 78/386,337.

Request No. 73. Admit that in calendar year 2004 Applicant did not use Applicant's O Mark as a stand-alone mark that is separate from Applicant's BIOTA Mark on any product listed in U.S. application number 78/386,337.

Request No. 74. Admit that in calendar year 2004 Applicant did not use Applicant's O Mark as a stand-alone mark that is separate from Applicant's BIOTA Mark on labels, packaging or containers for any product listed in U.S. application number 78/386,337.

Request No. 75. Admit that Applicant is not using Applicant's O Mark as a stand-alone mark that is separate from Applicant's BIOTA Mark on any product listed in U.S. application number 78/386,337.

Request No. 76. Admit that Applicant is not using Applicant's O Mark as a stand-alone mark that is separate from Applicant's BIOTA Mark on labels, packaging or containers for any product listed in U.S. application number 78/386,337.

Request No. 77. Admit that on or before October 30, 2007 Applicant ceased using Applicant's O Mark as a stand-alone mark that is separate from Applicant's BIOTA Mark on any product listed in U.S. application number 78/386,337.

Request No. 78. Admit that on or before October 30, 2007 Applicant ceased using Applicant's O Mark as a stand-alone mark that is separate from Applicant's BIOTA Mark on labels, containers or packaging for any product listed in U.S. application number 78/386,337 .

Request No. 79. Admit that Applicant does not intend to use Applicant's O Mark as a stand-alone mark that is separate from Applicant's BIOTA Mark on any product listed in U.S. application number 78/386,337.

Request No. 80. Admit that Applicant does not intend to use Applicant's O Mark as a stand-alone mark that is separate from Applicant's BIOTA Mark on labels, packaging or containers for any product listed in U.S. application number 78/386,337.

Request No. 81. Admit that after October 30, 2007 Applicant does not intend to use Applicant's O Mark as a stand-alone mark that is separate from Applicant's BIOTA Mark on any product listed in U.S. application number 78/386,337.

Request No. 82. Admit that after October 30, 2007 Applicant does not intend to use Applicant's O Mark as a stand-alone mark that is separate from Applicant's BIOTA Mark on labels, packaging or containers for any product listed in U.S. application number 78/386,337.

Request No. 83. Admit that on or before October 30, 2007 Applicant ceased licensing Applicant's O Mark as a stand-alone mark that is separate from Applicant's BIOTA Mark to third parties for use in the United States on or in connection with the goods listed in U.S. application number 78/386,337.

Request No. 84. Admit that after October 30, 2007 Applicant does not intend to license Applicant's O Mark as a stand-alone mark that is separate from Applicant's BIOTA Mark to third parties for use in the United States on or in connection with the goods listed in U.S. application number 78/386,337 .

Request No. 85. Admit that the document attached Exhibit A is a copy of the specimen that Applicant submitted to the United States Patent and Trademark Office with its Amendment to Allege Use for U.S. application number 78/386,337.

Request No. 86. Admit that the document attached as Exhibit A is a photograph of Applicant's bottled water.

Request No. 87. Admit that the photograph attached as Exhibit A shows the back of Applicant's bottled water.

Request No. 88. Admit that the photograph attached as Exhibit A shows the front of Applicant's bottled water.

Request No. 89. Admit that the photograph attached as Exhibit A does not show the front of Applicant's bottled water.

Request No. 90. Admit that the photograph attached as Exhibit A does not show the back of Applicant's bottled water.

Request No. 91. Admit that the photograph attached as Exhibit A primarily shows the back of Applicant's bottled water.

Request No. 92. Admit that the photograph attached as Exhibit A primarily shows the front of Applicant's bottled water.

Request No. 93. Admit that the photograph attached as Exhibit A shows both the front and the back of Applicant's bottled water.

Request No. 94. Admit that the photograph attached as Exhibit A shows the front of Applicant's bottled water as it appears when viewed from the back of Applicant's bottled water.

Request No. 95. Admit that the photograph attached as Exhibit A shows the front of Applicant's bottled water as it appears when viewed from the front of Applicant's bottled water.

Request No. 96. Admit that the photograph attached as Exhibit A does not show the front of Applicant's bottled water as it appears when viewed from the back of Applicant's bottled water.

Request No. 97. Admit that the photograph attached as Exhibit A does not show the front of Applicant's bottled water as it appears when viewed from the front of Applicant's bottled water.

Request No. 98. Admit that Applicant's BIOTA Mark is shown in the photograph attached as Exhibit A.

Request No. 99. Admit that Applicant's O Mark is not shown in the photograph attached as Exhibit A.

Request No. 100. Admit that Applicant's O Mark is shown in the photograph attached as Exhibit A.

Request No. 101. Admit that Applicant's O Mark is not shown in the photograph attached as Exhibit A as a mark that is separate from Applicant's BIOTA Mark.

Request No. 102. Admit that Applicant's O Mark is shown in the photograph attached as Exhibit A as a mark that is separate from Applicant's BIOTA Mark.

Request No. 103. Admit that Applicant's O Mark is not shown in the photograph attached as Exhibit A as a stand-alone mark that is separate from Applicant's BIOTA Mark.

Request No. 104. Admit that Applicant's O Mark is shown in the photograph attached as Exhibit A as a stand-alone mark that is separate from Applicant's BIOTA Mark.

Request No. 105. Admit that Applicant's O Mark is shown in the photograph attached as Exhibit A as a component of Applicant's BIOTA Mark.

Request No. 106. Admit that Applicant's O Mark is only shown in the photograph attached as Exhibit A as a component of Applicant's BIOTA Mark.

Request No. 107. Admit that Applicant's O Mark is not shown in the photograph attached as Exhibit A as a component of Applicant's BIOTA Mark.

Request No. 108. Admit that Applicant's O Mark contains the letter "O."

Request No. 109. Admit that Opposers' O Mark contains the letter "O."

Request No. 110. Admit that Applicant's O Mark is similar in appearance to Opposers' O Mark.

Request No. 111. Admit that Applicant's O Mark is similar in pronunciation to Opposers' O Mark.

Request No. 112. Admit that the goods listed in U.S. application number 78/386,337 are likely to be sold to ordinary consumers.

Request No. 113. Admit that the goods listed in U.S. application number 78/386,337 have been sold to ordinary consumers in the United States.

Request No. 114. Admit that the goods listed in U.S. application number 78/386,337 are likely to be sold for less than \$15.00.

Request No. 115. Admit that the goods listed in U.S. application number 78/386,337 have been sold in the United States for less than \$15.00.

Request No. 116. Admit that the goods listed in U.S. application number 78/386,337 are likely to be sold for less than \$10.00.

Request No. 117. Admit that the goods listed in U.S. application number 78/386,337 have been sold in the United States for less than \$10.00.

Request No. 118. Admit that the goods listed in U.S. application number 78/386,337 are likely to be sold for less than \$5.00.

Request No. 119. Admit that the goods listed in U.S. application number 78/386,337 have been sold in the United States for less than \$5.00.

Request No. 120. Admit that the goods listed in U.S. application number 78/386,337 are likely to be sold in grocery stores.

Request No. 121. Admit that the goods listed in U.S. application number 78/386,337 have been sold in grocery stores in the United States.

Request No. 122. Admit that the goods listed in U.S. application number 78/386,337 are likely to be sold in convenience stores.

Request No. 123. Admit that the goods listed in U.S. application number 78/386,337 have been sold in convenience stores in the United States.

Request No. 124. Admit that the goods listed in U.S. application number 78/386,337 are likely to be sold through vending machines.

Request No. 125. Admit that the goods listed in U.S. application number 78/386,337 have been sold through vending machines in the United States.

Request No. 126. Admit that the goods listed in U.S. application number 78/386,337 are likely to be sold in health food stores.

Request No. 127. Admit that the goods listed in U.S. application number 78/386,337 have been sold in health food stores in the United States.

Request No. 128. Admit that the goods listed in U.S. application number 78/386,337 are likely to be sold in restaurants.

Request No. 129. Admit that the goods listed in U.S. application number 78/386,337 have been sold in restaurants in the United States.

Request No. 130. Admit that the goods listed in U.S. application number 78/386,337 are likely to be sold in airports.

Request No. 131. Admit that the goods listed in U.S. application number 78/386,337 have been sold in airports in the United States.

Request No. 132. Admit that Applicant has filed for bankruptcy.

Request No. 133. Admit that Applicant no longer owns the mark set forth in U.S. application number 78/386,337.

Request No. 134. Admit that the mark set forth in U.S. application number 78/386,337 has been sold to one or more third parties.

Request No. 135. Admit that the mark set forth in U.S. application number 78/386,337 was sold at a public auction.

Request No. 136. Admit that all of Applicant's physical assets have been sold to one or more third parties.

Request No. 137. Admit that all of Applicant's physical assets have been sold at public auction.

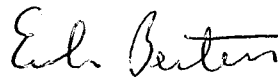
Request No. 138. Admit that all of Applicant's intellectual property assets have been sold to one or more third parties.

Request No. 139. Admit that all of Applicant's intellectual property assets have been sold at public auction.

Request No. 140. Admit that as of October 29, 2007 Applicant operated a website located at the domain name www.biotaspringwater.com.

Request No. 141. Admit that the documents attached to Opposers' Requests for Admissions as Exhibit B are copies of pages that appeared on the website www.biotaspringwater.com as of October 30, 2007.

Request No. 142. Admit that the documents attached to Opposers' Requests for Admissions as Exhibit B are documents or records made and kept by Applicant in the ordinary course of business.



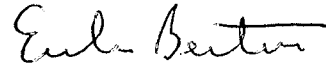
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Attorneys for Opposers,
O WATERS, LLC and
O BEVERAGES, LLC

Dated: November 5, 2007

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing Opposers' Requests for Admission has been duly served by sending such copy by first class mail, postage prepaid, to Steven B. Smith, Holme Roberts & Owen LLP, 90 South Cascade Avenue, Suite 1300, Colorado Springs, Colorado 80903-1615 on November 5, 2007.



Erik Bertin

Exhibit A

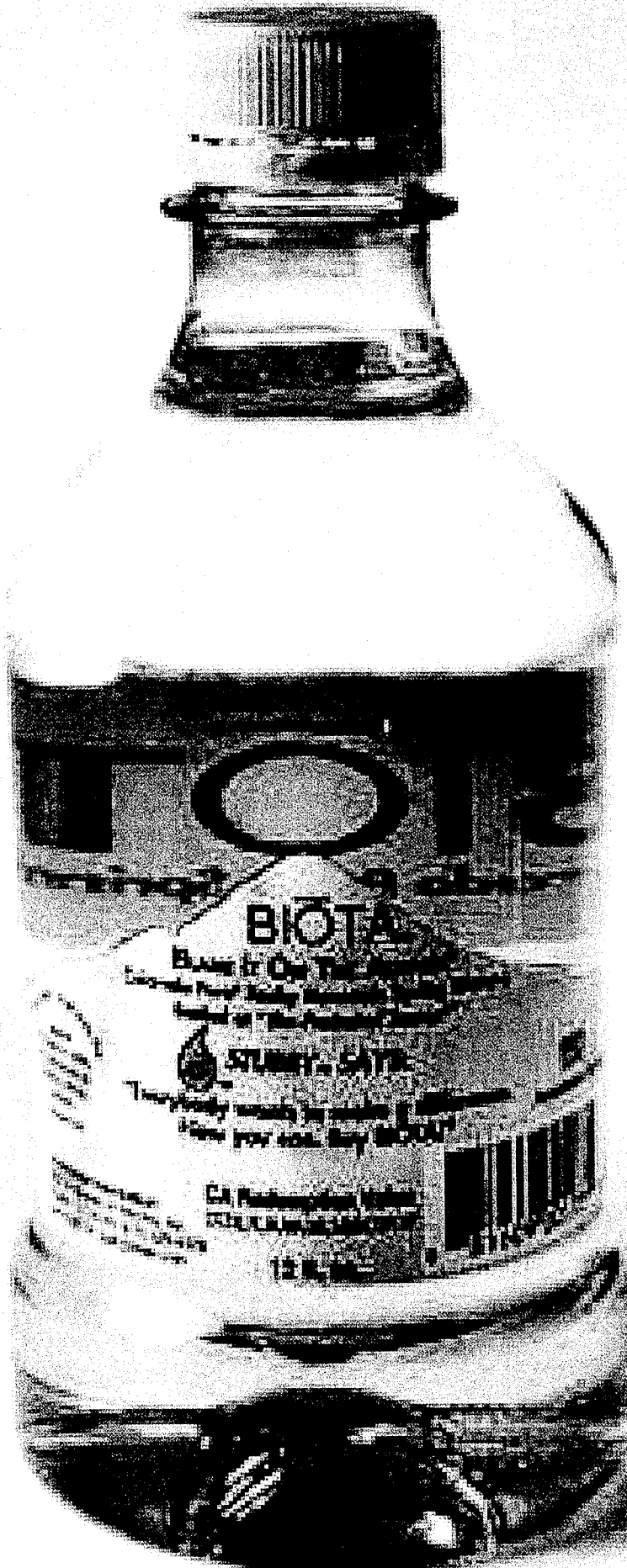


Exhibit B

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Welcome

Everybody wants to make a difference...
Now you can.

BIOTA is a Planet Friendly™ company.

BIOTA Spring Water is the World's First
bottled water/beverage packaged in a
Planet Friendly™ bottle.



Our bottle is manufactured from a 100%
renewable resource, corn....not oil!

Together, we can make a difference. One
bottle at a time.



Watch Our Video

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Our Company

The BIOTA Legend...

From the Windy City to the Wild West....

As a child growing up on Chicago's South Side, David Zutler would gaze at the skyline and dream of mountains. Now a successful businessman, he never imagined that 30 years later he would own the rights to the one of the world's highest natural alpine springs. How did it happen? People around Telluride "Blame It On The Altitude."™



In the mid-1970's, Zutler followed his mountain dreams to Telluride, Colorado, and then on to Aspen where he started a successful home security business. Professional alliances led him to Los Angeles, where he provided security and bodyguard services to A-List celebrities and high-profile corporate executives. But the draw of the mountains stuck with Zutler, and he headed back to Telluride in the 1980's and built a successful real estate business with his brother Michael. Real estate brought him back to the mountains, but a news story forever changed his life and career path.

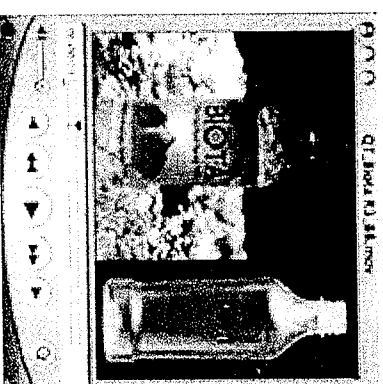
America's growing obsession with bottled water captured Zutler's imagination. What started out as a trendy niche had turned into a gold mine for water bottlers. According to the business story...bottled water held the number one spot for growth potential within the beverage industry. In fact, bottled water sales were surpassing sports drinks, soda and juice at warp speed (and still do). Analysts predicted that the market was only going to get larger. Consumers wanted bottled water. Period. Zutler looked up at the spectacular San Juan Mountains that day and decided he wanted to be a part of the water industry. The decision was easy...the next ten years were not.

Bottling premium natural water from one of the world's highest alpine springs sounds romantic. Setting up a business to bottle pristine water the right way was anything but. Large amounts of time, patience and tenacity moved Zutler toward his dream. When Zutler hiked high above Ouray to the natural spring located at an altitude of 9,010 feet and tasted the refreshing natural spring water, he knew he made the right decision. Extensive water testing of the spring produced

Watch Our Video

Choose a player to launch the video:

-  Apple QuickTime Player
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amazing results. The water was pristine, high quality, pure and untouched.

High above the town of Ouray, hidden by nature, Zutler's dream was becoming a reality. After securing rights to the spring, Zutler had the water, but didn't want his water to be lost in the crowded bottled water shelves. He wanted a bottle different from all the other bottles on the market. An environmentalist at heart, he wanted an alternative to the standard petroleum based (PET) bottle. Zutler's extensive research found that consumer enthusiasm for recycling had dwindled. Additionally, only approximately 15 percent of plastics were actually being recycled. Statistics show that 30 million plastic water bottles are tossed into U.S. landfills each day. One bottle can take up to 1,000 years to break down. Using a PET bottle for the pristine water would only add to the recycling problem. Zutler was looking for an alternative solution. His search led him to studies at the University of Nebraska on a new plastic material. Made from corn, the new plastic was compostable but the research and development was still in its early stages.

Zutler was set on bottling the natural spring water the right way. It took 6 years until the research and development was complete and Zutler approached Cargill Dow, the company that was currently marketing the compostable material. Cargill Dow had just finalized specifications for a plastic resin made from a renewable resource, corn. Under the right conditions, the revolutionary new plastic would decompose in 75 to 80 days.

Zutler's timing could not have been better. He became a driving force in helping launch Cargill Dow's NatureWorks™ PLA compostable plastic containers at a high-end natural food chain. Consumer response was overwhelming. This move positioned Zutler well to launch the first beverage in a NatureWorks™ PLA Planet Friendly™ bottle.

Zutler had one of the world's highest natural spring waters and planned to bottle it in the world's first Planet Friendly™ bottle. The bottling plant was built in 2003/04 in the town of Ouray, Colorado, and key players from the beverage industry were hired. After ten years, the pieces were falling into place.

Now what do we call this product?

Throughout the process, people in the mountains would blame everything and anything on the altitude. "Blame it On the Altitude"™ was a theme that was used repeatedly. So much so, that Zutler put a sign on his Telluride office with those very words. It was only fitting that Zutler's journey to making his dream a reality could be "blamed on the altitude." And then it struck him...that phrase could be the name of this new water. And so it was named...BIOTA is bottled at the source and sold in the world's first Planet Friendly™ water bottle.

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Our Company

The BIOTA Legend...

From the Windy City to the Wild West....

As a child growing up on Chicago's South Side, David Zutler would gaze at the skyline and dream of mountains. Now a successful businessman, he never imagined that 30 years later he would own the rights to the one of the world's highest natural alpine springs. How did it happen? People around Telluride "Blame It On The Altitude."™



In the mid-1970's, Zutler followed his mountain dreams to Telluride, Colorado, and then on to Aspen where he started a successful home security business. Professional alliances led him to Los Angeles, where he provided security and bodyguard services to A-List celebrities and high-profile corporate executives. But the draw of the mountains stuck with Zutler, and he headed back to Telluride in the 1980's and built a successful real estate business with his brother Michael. Real estate brought him back to the mountains, but a news story forever changed his life and career path.

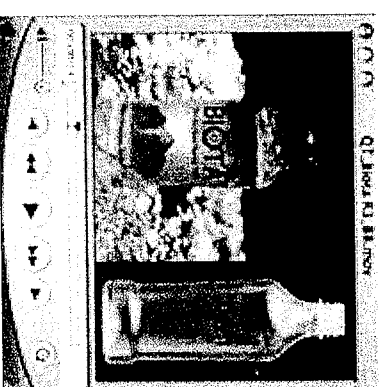
America's growing obsession with bottled water captured Zutler's imagination. What started out as a trendy niche had turned into a gold mine for water bottlers. According to the business story...bottled water held the number one spot for growth potential within the beverage industry. In fact, bottled water sales were surpassing sports drinks, soda and juice at warp speed (and still do). Analysts predicted that the market was only going to get larger. Consumers wanted bottled water. Period. Zutler looked up at the spectacular San Juan Mountains that day and decided he wanted to be a part of the water industry. The decision was easy...the next ten years were not.

Bottling premium natural water from one of the world's highest alpine springs sounds romantic. Setting up a business to bottle pristine water the right way was anything but. Large amounts of time, patience and tenacity moved Zutler toward his dream. When Zutler hiked high above Ouray to the natural spring located at an altitude of 9,010 feet and tasted the refreshing natural spring water, he knew he made the right decision. Extensive water testing of the spring produced

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FAQ

What is the world's first compostable bottle?

BIOTA, internationally known as the ground breaking "Green," "Planet Friendly™" Company that is helping to solve the World's plastic bottle problem. BIOTA is the first beverage company in the World to exclusively use corn based PLA to produce a bottle for its products. BIOTA along with its sister company Planet Friendly Products developed the World's First Biodegradable Bottle in 2003. BIOTA's water bottle (corn) will degrade within 75 to 80 days in a commercial composting situation. A traditional plastic bottle (oil) will never biodegrade. BIOTA's bottles are approved and certified as commercially compostable by the Biodegradable Products Institute (BPI).

How does the BIOTA bottle composting process work?

BIOTA bottles need high heat, micro-organisms and high moisture levels to break down. A BIOTA PLA bottle will not degrade as rapidly in a home compost pile. When exposed to the necessary conditions, BIOTA bottles will break down into water, carbon dioxide and organic material.

How long does it take for a BIOTA bottle to disappear?

Given the right composting conditions including high heat, humidity and micro-organisms, a BIOTA bottle will disappear in 75 to 80 days...basically 12 weeks.

Will the bottle ever decompose on the shelf?



In order for a BIOTA bottle to degrade it must be opened, emptied and placed under the right conditions.

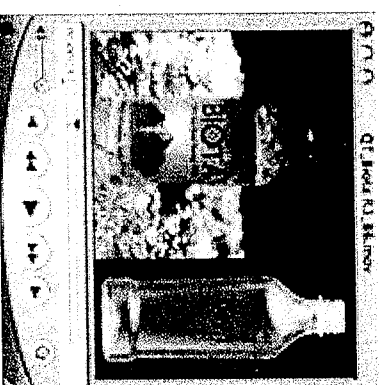
How is the BIOTA bottle made?

As part of its natural photosynthesis process, corn stores carbon from the air in the starchy portions of the plant. BIOTA bottles are made by developing a resin that begins with harvesting corn and breaking down the starches into natural plant sugars. The next step in this simple, yet patented process includes fermentation, separation and polymerization to make what is called plastic polylactide, or PLA.

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Because it's made from corn, can I eat it?

As a plastic product, it's not recommended that BIOTA PLA containers be consumed.

Is this corn product safe to use with food?

PLA bottles are approved by the FDA for food and water contact.

Does this new bottle cost more?

BIOTA water is premium spring water and will be priced competitively with other premium waters.

Are the cap and label compostable?

The label is compostable. At this time, the cap is not. BIOTA is committed to being an environmentally responsible company and is currently researching options for its cap.

Will an open bottle of BIOTA begin to decompose if left in a hot car for weeks?

No. It takes prolonged and CONSTANT exposure to high heat (120-140 °F) plus high humidity AND micro-organisms in order to begin decomposing.

Why aren't the big soft drink and bottled water companies using this technology?

BIOTA has the right to introduce and market the world's first NatureWorks™ PLA water bottle. Other beverage giants have used the technology for plastic cups.

Will BIOTA bottles affect the plastic recycling process?

Studies have shown that there is no effect on the quality of recycled product when PLA makes up to 1% of the plastic mix. That's a lot of bottles! BIOTA is dedicated to working with municipalities to explore options for separating, recycling and composting PLA bottles. BIOTA is working with Recycle America/Waste Management to create and promote recycling infrastructures that will accept PLA products. The technology already exists to separate PLA from PET. This exciting development will create strong markets for recycled PLA products. BIOTA supports increasing community composting efforts throughout the US as an additional method of creating a resource from a waste!

BIOTA's corporate philosophy is based on a "Planet Friendly™" model.

Unfortunately most people do not recycle plastic bottles...BIOTA gives consumers a choice to buy a "Planet Friendly" product that when properly composted disappear in less than 12 weeks. Even if BIOTA's PLA bottles end up in the trash, you've still making a difference by buying a product made from a 100%

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renewable resource, corn.

What does BIOTA taste like?

BIOTA tastes like water should: It is crisp and refreshing, boasting world-class mineral content and purity. Unlike many commercially available waters, which are often filtered municipal tap water, an open bottle of BIOTA left on a nightstand overnight still tastes good the next morning. Most waters don't hold up to the "overnight taste test." Try it yourself. In addition, our bottle doesn't leach "aldehyde" chemicals into the product as can happen with petroleum-based containers.

Where is BIOTA sold?

At this time, BIOTA is sold at select natural foods and gourmet supermarkets throughout the United States. Eventually, consumers across the United States will be able to purchase BIOTA in their favorite stores and online at www.BIOTAspringwater.com.

Is there a difference between purified water and spring water?

There is an absolute difference between purified water and spring water! Purified water can also be labeled as distilled water. In most cases purified water is simply processed municipal tap water. BIOTA is true spring water. BIOTA's protected source is buried beneath rock formations. Its underground spring is protected from the elements and human contact. The water flows directly from these formations, through BIOTA's collection system to our bottling plant.

Petroleum packaging vs. corn packaging - what's the big deal?

The difference between petroleum-based packaging and corn-based packaging is like night and day.... Simply stated, NatureWorks™ PLA corn packaging is both compostable and recyclable. Initial testing has demonstrated that a BIOTA PLA bottle made from corn degrades in 75-80 days in a commercial compost situation. Petroleum based PET bottles will not compost.. Corn packaging provides an annually renewable, nature-based alternative to traditional non-renewable, fossil fuel, petroleum-based plastic materials. NatureWork™PLA uses 30% to 50% less fossil fuel to produce than petroleum-based plastics. Because they are made from corn, PLA bottles burn clean and do not release harmful chemicals into the atmosphere. Everyone wants to make a difference...now you can.

What does a bottle of BIOTA cost?

BIOTA is committed to maintaining pricing competitive with other premium spring waters.

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Source Composition Hydration Calculator

Source

What does the BIOTA acronym mean?

First of all BIOTA stands for "America's Premium Spring Water(r)" The word BIOTA is the acronym for: "Blame It On The Altitude(r)". BIOTA Rocky Mountain Spring water comes from one of the highest natural alpine springs in the world, high above Ouray, Colorado. Everything and anything people do in the mountains often gets 'blamed on the altitude'. Why is our water so good? We simply "Blame It On The Altitude!" As luck would have it, our name is more than just a product title: The American Heritage Dictionary of the English Language defines "BIOTA" as "the combined flora and fauna of a region." Ancient Greeks used the term "BIOTA" to mean a "way of life."

Does BIOTA really come from one of the highest springs in the world?


Yes. Snowmelt water is filtered over one hundred years through 13,000-foot peaks, emerging from its source 9,010 feet above sea level. We believe this spring, now in commercial use, is one of the highest and purest alpine springs in the world.


What is a protected source?

BIOTA's source literally never sees the light of day. Buried beneath rock formations located above Ouray, Colorado at an altitude of 9,010 feet, the underground spring is protected from the elements and human contact. The water flows directly from these formations, through BIOTA's collection system directly to our bottling plant in Ouray. Simply stated, The Protected Source(tm) guarantees that there is no chance of any type of contaminations from outside influences such as agriculture, mining, etc. Many bottled waters are packaged hundreds of miles from their "source."

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Oct 22, 2007
- BIOTA's Demise

BIOTA Water, the World's First Bio-Degradable Water Bottle, Stomped To Death By UPS Capital, A Division of United Parcel Service, one of the World's Largest contributors to Global Warming

October 22, 2007 -- Telluride, CO -- In an sadly extraordinary example of Goliath plummeting David, BIOTA Brands of America, Inc. (www.biotaspringwater.com) announced its impending demise as a company Monday after a vigorous, but unsuccessful battle to reclaim its assets from UPS Capital (a division of United Parcel Service).

BIOTA is Internationally known as the ground breaking "Green", "Planet Friendly™" company that is helping to solve the World's plastic bottle problem. BIOTA is the first beverage/water company internationally to exclusively use corn based plastic (PLA) to produce a bottle for its products.



Because of the continuous illegal, deceptive and fraudulent actions by BIOTA's lender UPS Capital, BIOTA had to seek protection and reorganization under Chapter 11 in April, 2007. UPS's stated intent was to file foreclosure and to sell off BIOTA's assets.

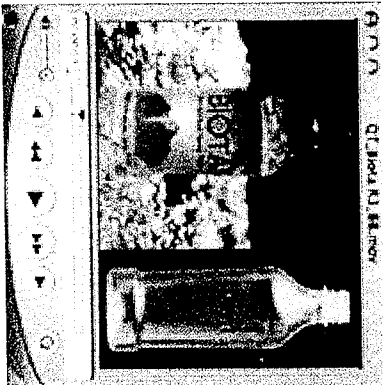
According to BIOTA founder and CEO, David Zutler, UPS Capital made a \$7.5 million loan to BIOTA to move forward with building BIOTA's business. This loan was 70% guaranteed by the USDA (United States Department of Agriculture). During the term of the loan, for various business reasons, BIOTA requested a forbearance agreement (workout) with very specific terms, this was agreed to by both UPS and the USDA.

Zutler says, "UPS/USDA agreed to terms, which required BIOTA to raise \$1

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million in a very short amount of time, which we did." He added, "We also guaranteed to get our spring water into a couple of hundred stores, and we exceeded that with commitments for over 800 stores."

Zutler says that "BIOTA met all the agreed upon terms, and while BIOTA was keeping up its end of the agreement UPS Capital suddenly pulled the rug out from under us, and called, and accelerated the note. This forced BIOTA into Chapter 11, and the eventual foreclosure sale. Zutler says, "Chris Ursini of UPS Capital continued to lie and commit fraud and not surprisingly UPS was the only one to show up when the BIOTA building and land went to foreclosure auction, and so UPS now owns both." BIOTA had until October 22nd to buy back the land and the building and was not able to raise the necessary capital to do so; therefore all the assets of BIOTA will be sold off on October 30th by public auction.

"Our BIOTA family and the green community throughout the country are heartbroken, and distraught by UPS's actions," Zutler said. "We are hoping that media attention, and public outcry will help stop this unjust sale of our very special company."

To protect its stockholders, BIOTA will be filing several claims in San Miguel County District Court this week against UPS, directly and individually against Chris Ursini for fraud, misrepresentation, deceptive business practices, tortious interference with business relations, injurious falsehoods, and other claims for its misguided and wrongful actions to put BIOTA out of business. BIOTA will seek a jury trial and will request damages in excess of \$90 million dollars. This lawsuit will be in the corporate name of BIOTA Brands of America, Inc. New evidence recently uncovered will provide sufficient grounds for punitive damages against UPS.

Zutler says, "BIOTA was providing employment, and economic development in an area with little employment opportunity (Ouray Colorado population 800). "We were producing an amazing spring water product in the Worlds First fully sustainable bottle, and were receiving rave reviews."

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PLANETFRIENDLY.COM

Aug 24, 2007
- BIOTA (David) vs. (Goliath) United Parcel Service, Inc.

BIOTA is fighting for its existence against its lender UPS!!!

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Because of the continuous illegal, deceptive, and fraudulent actions by BIOTA's lender UPS Capital, a division of United Parcel Service, Inc. BIOTA had to seek protection and re-organization under Chapter 11 in April, 2007. UPS's stated intent was to file foreclosure and to sell off BIOTA's assets.

Continuing to follow its course of action (foreclosure), UPS never allowed BIOTA the opportunity to re-organize under Chapter 11; they immediately filed for permission from the court to foreclose on BIOTA's assets.

On August 7, 2007 ("David") BIOTA Brands of America, Inc. because of the lack of capital was unable to continue its fight in the courts against the multi-national UPS ("Goliath"), and opted to voluntarily stipulate to dismissal of its Chapter 11 bankruptcy status. This allowed UPS the ability to foreclose on BIOTA's building and real estate, which it did on August 8, 2007. UPS was the only bidder for the property. BIOTA intends to continue its fight against oil based plastics by re-purchasing its assets during the 75-day redemption period allowed under Colorado law. BIOTA is looking for the right individual (Green Angel) or individuals to help achieve this goal. HelpBIOTA@gmail.com

One Green Angel has appeared in the form of attorney Jeffrey Hart who has agreed to represent BIOTA on a contingency basis. BIOTA will file several claims in San Miguel County District Court against UPS, directly and individually against one of its employees for fraud, misrepresentation, deceptive business practices, tortious interference with business relations, injurious falsehoods, and other claims for its misguided and wrongful attempts to put BIOTA out of business. BIOTA will seek a jury trial and will request damage in excess of \$90 million dollars. This lawsuit will be in the corporate name of BIOTA Brands of America, Inc. with similarities to the pending claims filed by David Zutler and Michael Zutler (BIOTA Founders) in early July against UPS. New evidence recently uncovered will provide sufficient grounds for punitive damages against UPS.

Therefore we are making a request that all Individuals, Corporations and Organizations trying to effectuate positive change for our Planets Environment consider immediately utilizing Fed Ex or other means for their shipping needs. When your representative from UPS questions why you are moving your business; ask him why is one of the Planet's largest contributors to global warming, by its use of planes and trucks throughout the World, trying to put a

small important company like BIOTA out of business.

Thank you for wanting to make a difference. www.biotaspringwater.com

Mar 28, 2007
David M. Zutler - In Memory of Andy J. Kindle

My Brother Michael and myself (David) have lost more than a friend in Andy, he was true brother. Andy always gave us encouragement when times were the most difficult, and we know he will help us in spirit thru this tragic time of loss.

The Following was Written By a True Friend of Andy's, Rick Odioso

ANDY KINDLE

It's been a tough weekend here as, for the first time since we started doing this, we will be deleting an email address permanently.

Andy Kindle, a big-hearted friend of some of you, had his big ol' heart give out over the weekend.

For those who didn't know Andy, he was a director of live television. He was big man who sometimes was mistaken for Mike Holmgren.

He was enthusiastic and his favorite saying was not that something was "good" or "great". It was always "beyond belief." And in many ways the life of Andy Kindle is beyond belief.

His first love was NFL football and he directed it for either CBS or FOX for 22 years. If you knew Andy for a couple of days, you'd know that he directed the Fog Bowl playoff game in Chicago between the Bears and the Eagles on December 31, 1988. He worked with just about everyone at one time or another and he helped start the careers of many of today's FOX personnel.

For the last 10 years, I was with him on the NFL preseason football packages of the Chiefs and Vikings which he not only directed, but executive produced. As he should have been, he was very proud of those broadcasts which rivaled a network telecast. I learned a lot from Andy and we all had a lot of fun because Andy lived his life in living color with a live television camera running.

He won a bunch of Emmys (18, I think, but Andy would know for sure) – not only

for the NFL, but for riding around France with John Tesch on the Tour de France. He did the Olympics, NCAA basketball, Tigers baseball, a lot of drag races and other sports.

Andy produced a documentary for the Discovery Channel called "Alaska Turns 30" which if my math is correct would have been in 1989. He did a gymnastics video with Bela Karolyi, directed an M.C. Hammer Special for CBS and in recent years traveled to China for a video on lamp-making.

Andy had a very interesting life - and he found it very interesting. So as dinner moved along each week in August, the conversation would invariably turn to Andy's favorite subject (sure we egged him along because he was so much fun).

So we know about his upbringing in his beloved Centralia, Illinois and the family farm nearby that he owned and often visited (where the cell phone only worked if he went outside).

We know about his service to his country in the Armed Forces in Taiwan - or as much as he was allowed to tell us without killing us. Something about surveillance aircraft. He still found time to befriend Candace Bergen when she visited for the filming of "The Sand Pebbles" and he swore he had a bit part in the movie.

We know about college at Southern Illinois and local TV in Detroit and Washington.

We know about all the people he worked with, about being Phyllis George's producer and working with Pat Summerall, Merlin Olsen, Lindsay Nelson, Jack Buck and Hank Stram. We think we know about how he arranged for John Madden's first bus to cover a boxing event in Las Vegas and how he gave Artie Kemper - now FOX's lead director - his first job as a runner at a swim meet when Artie was a student at the University of Florida.

He always had something going on and he was always thinking about the next big project. We laughed about the water deal in Colorado, but BIOTA is in stores today.

He always was dreaming of new productions for Albeys Park Productions (which was him). He wanted to do cooking shows and travel shows and shows about all kinds of sports. He did do cheerleading shows and beauty pageants.

In recent years, he had been a driving force in the creation of the High School Basketball Hall of Fame in his beloved Centralia - along with a then-Illinois state

legislator named Barack Obama.

He loved live television. He lived in a condominium with a Monitor Wall in the living room – a collection of big TV screens (eight maybe, nine, ten?) each tuned to a different channel 24/7 - to CNN, MSNBC, Fox News and whatever else caught his fancy.

But, lest you think it was all about Andy (and we've left a lot about Andy out for space limitations), we know how much he loved other people. He wore his emotions on his sleeve and if you were a friend of Andy J. Kindle, you knew it. He was completely genuine and very generous.

He loved his friends in television – especially the other directors like Sandy and Joe Aceti and Artie. In his later years, he watched all their work avidly on the Monitor Wall.

He loved his mom, his children Ryan and Allison, he loved his ex-wives, he loved his four grandchildren. He cheered all of them on in their endeavors.

As I said, Andy didn't hide his emotions. Like all of us – maybe more than most of us – he wanted to be loved. He was – and his passing leaves a void in our world.

And now he's gone – and before we return to today's NFL news – we wanted you to know about our friend Andy.

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Feb 23, 2007 **David M. Zutler - BIOTA will Make a Splash at 79th ACADEMY AWARDS**

BIOTA has been chosen to be featured backstage at the 79th Academy Awards this Sunday February 25, 2007. BIOTA will be served in the Architectural Digest designed Green Room as well as all the dressing rooms for the Oscar's. So watch for your favorite celebrity drinking BIOTA!!!

BIOTA was proud to be chosen as a sponsor for the Hollywood Premiere of Al Gore's "An Inconvenient Truth". Which we believe will win the Oscar for Best Documentary.

Melissa Etheridge, who is a strong supporter of BIOTA and the Planet will be performing her song "I Need To Wake Up" at the 79th Academy Awards on February 25, 2007. Melissa has been nominated in the category of "Achievement in music written for motion pictures (Original song)" for her song "I Need To Wake Up" from the documentary feature "An Inconvenient Truth."

BIOTA will also be the drink of choice in all the Eco-Friendly Limo's bringing the celebrities to the Oscar's!


Nov 14, 2006 **- BIOTA to be Featured on ABC 7 News San Francisco**


BIOTA was proud to be the official water for San Francisco's Green Festival which took place this past weekend. Over 36,000 people attended our nations largest Green Products Festival.

Ken Miguel of ABC 7 News was on hand, and interviewd BIOTA founder David Zutler among other folks at the Festival. The program will air 6pm PST on

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11.15.06, and will be posted on their website ABC7NEWS.com after the airing.

Please join BIOTA at the First annual Chicago Green Festival April 21-22, 2006

Oct 19, 2006

David M. Zutler - BIOTA is Proud to Support the 17th Annual Bioneers Conference October 20 - 22, 2006

The 17th Annual Bioneers Conference is being held at the Marin Center San Rafael, CA October 20 - 22, 2006,

Concession stands will be serving BIOTA to the attendees, and the very special Speakers will be enjoying BIOTA as well.

The Annual Bioneers Conference is a hub of practical solutions for restoring the Earth — and people. It's a thriving network of visionary innovators who are working with nature to heal nature. The bioneers draw from four billion years of evolutionary intelligence and apply nature's operating instructions in practical ways to serve human ends harmlessly. We herald a dawning age of interdependence founded in nature's principles of diversity, kinship, community, cooperation and reciprocity

Take part in this fertile network, rich with inspiring ideas, models, tools, and resources — and powerful connections.

<http://bioneers.org/conference>

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Sep 30, 2006
David M. Zutler - BIOTA had a strong presence at former President Clinton's recent Global Initiative 2006:

I had a call yesterday with Laurie David whose www.stopglobalwarming.org is really making a difference in the world by being the foremost source for information on Global Warming. During the call Laurie informed me that "BIOTA was everywhere" at President Clinton's recent Global Initiative 2006. This was exciting news since we did not know that BIOTA was going to be served. I guess people really understand that by drinking BIOTA they are making a difference...

Please let us know of any other BIOTA sightings. Thank you for making a difference!

Sep 21, 2006
David M. Zutler - Photographer/Writer Robert Zuckerman



Robert Zuckerman is a great friend to BIOTA. He is constantly requesting BIOTA at his favorite stores and restaurants, and is spreading the BIOTA story any chance he gets.

Mr Z's great photographic works will be presented at the Edgemar Center for the Arts, Michael Napolieello Jr. Gallery 2437 Main Street, Santa Monica, CA 90405 starting Saturday September 23, 2006 and running through November 23, 2006.

These unusual and frank photos celebrate the beauty of random human encounters and turn everyday experiences into profound visual testaments. Zuckerman's fresh appreciation of the extraordinary nature of people and other beings is evident in his affecting images. Each meeting is documented by a photograph and paired with personal explanations of the circumstances. Kindsight reveals the emotional, raw, and intimate vistas of everyday life as streets, taxis,

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offices, front doors, and restaurants display richness, divinity, and grace.

Mr Z keep up your great Work!

Sep 21, 2006
David M. Zutler - Extraordinary Sophie B. Hawkins

A great friend to BIOTA, Sophie B. is releasing her latest and greatest album "Bad Kitty Board Mix" Saturday night September 23, 2006 in Hollywood, CA. BIOTA will be there to help celebrate this special occasion.

Please visit Sophie's website www.sophiebhawkins.com to learn more about this special person.

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Sep 13, 2006 **- BIOTA Sponsors Telluride Blues & Brews Festival Sept. 15-17**

Welcome to the Telluride Blues & Brews Festival, held every September in Telluride, Colorado. The festival features three days of world-renowned musicians performing live on the famous Telluride Town Park stage, late night jams in the local juke joints, 50 choice microbreweries serving up their handcrafted "cream of the barrel" during Saturday's Grand Tasting, the Rainbow Kids area, free Acoustic Artist Series, Blues For Breakfast, and the Telluride Acoustic Blues Camp.

Featured performers this year include Lou Reed, John Mayer, Bruce Hornsby, Bobby Rush....

Jul 18, 2006 **- Upcoming events!**

Hope to see you there!


Jul 15, 2006 **- Telluride Cajun Festival!**


Telluride Cajun Festival- July 15, Telluride, CO

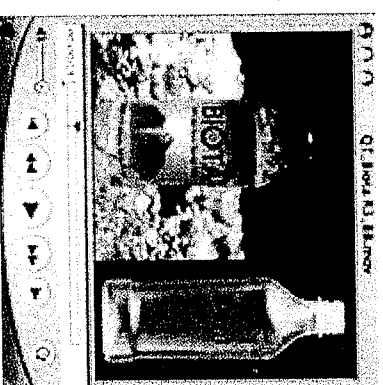
Join BIOTA at this year's Cajun Festival in presenting N'awlins style music, great food, friends and more. The lineup includes Papa Grows Funk, Hot 8 Brass Band, Lil Brian and The Zydeco Travelers and more. Visit www.telluridecajunfestival.com for tickets and information

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Jul 14, 2006 - Is Bottled Water Better?

Is Bottled Water Better?
Bottled water is everywhere these days. But is it really worth the extra expense?

By Colette Bouchez
WebMD Weight Loss Clinic

Published Friday, July 14, 2006.
Reviewed By Louise Chang, MD

WebMD Weight Loss Clinic -- Expert Column

Once upon a time, most of us could walk across a parking lot or push a stroller down the street without a bottle of water in our hands. It doesn't seem that way anymore.

Today, Americans consume the most bottled water of any country -- upwards of 25 billion liters a year, according to the Beverage Marketing Corporation, and most of it on the go.


"Americans are looking for a healthful way to quench their thirst, and bottled water is convenient, and compared to high-sugar, high-calorie choices, it's a good choice," says Stephen Kay, vice president of the International Bottled Water Association (IBWA).


While our thirst for bottled water seems insatiable, one question can't be ignored: Is it really any better for us than ordinary tap water?

According to the IBWA, some 71% of bottled waters users cite quality as the

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reason for buying. Quite simply, they say it's better than what's coming out of their tap. But water safety experts say that, except in isolated situations, this simply isn't true.

"If you repeatedly test over 100 brands of bottled water, about a third will have a problem, but if you tested tap water that often, you will find something similar," says Erik Olson, director of advocacy for the nonprofit National Resources Defense Council, which in 2003 issued a comprehensive report on the safety of bottled water.

Olson adds that with the exception of a few isolated pockets of truly bad drinking water, most municipal systems and most bottled water sources are fairly equal in terms of contaminants and other health and safety issues.

Need more proof of equality? Consider this: While the Environmental Protection Agency (EPA) sets standards over drinking water, and the Food and Drug Administration (FDA) has jurisdiction over bottled water, and since the Safe Drinking Water Act of 1974, nearly every regulation put forth by one agency has been echoed by the other.

For its part, the IBWA says it's not trying to lead consumers to think that bottled water is healthier -- just a more convenient choice, says Kay.

Water, Water, Everywhere

So if there is little difference between bottle and tap, is there any reason to spend the extra dough for bottled water? Surprisingly, some experts say yes. While all waters may be somewhat equal, the needs of all people aren't.

"In order to make an educated decision about what water to drink, you have to look to individual vulnerabilities," says Brenda M. Afzal, RN, MS, a specialist from the University of Maryland School of Nursing who has consulted for the government on drinking water standards.

While contaminants found in some municipal sources won't bother the average person, she says, some may be affected.

"Pregnant women, babies, the elderly, people who are immune-compromised, cancer patients, or those on long-term steroidal use may benefit from choosing certain bottled waters over their particular tap water," Afzal tells WebMD.

While she says some municipal water systems are as good or better than some bottled waters -- even for these populations -- if you fall into one of these groups,

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you should make the effort to find out for sure. And that may not be so easy.

The EPA requires local water systems to tell us what's in our drinking water (usually in a report mailed to your home yearly; some reports are available on the EPA web site). But right now only one bottled water company -- Athena -- reports being approved for immuno-suppressed patients. Finding out how other bottled waters fare may take a bit of digging.

"Write or email the company and ask, and at the very least check the label, to make sure the water is put through some filtration before being bottled," says Afzal. "Look for the voluntary NSF (National Sanitation Foundation) certification or at least a state certification that the water is meeting certain standards of purity."

No matter how pure the source is, Afzal says, contamination can also occur at the bottling plant, so certifications are vital.

What You Want, When You Want It

Health vulnerabilities aside, experts say that sometimes, bottled water can also give you something municipal water can't -- a choice.

A case in point is fluoridation -- the process of adding the chemical fluoride to municipal water systems to help protect teeth. But not everyone agrees it's helpful or even safe -- and that's where Kay says bottled water can help everyone get what they want.

"If your tap water is fluoridated and you don't want it, you can get bottled water that is not fluoridated," says Kay. "If your water system isn't fluoridated but you want it, get fluoridated bottled water. It's all about giving consumers choices."

According to Wisconsin cardiologist William Davis, MD, at least one of those choices might even help to save your life -- if you bypass tap water that's low in magnesium in favor of a bottled mineral water that has high levels of the mineral.

"Magnesium deficiency has reached a level such that a measurable increase in sudden death has been reported in regions with the lowest water magnesium levels," says Davis, author of the book *The Plaque Tracker*.

Further, he says, a recent World Health Organization report cites 80 studies that have looked at the relationship between cardiovascular death and water "hardness" (measured principally by magnesium and calcium content) and concludes that a lack of magnesium is a heart disease risk factor we cannot

ignore.

But just drinking bottled water – even mineral water -- is no guarantee you'll get your magnesium boost, Davis says. You have to read the label.

Your water "should contain at least 250 milligrams total dissolved solids (TDS), an indication of its mineral content," he says. Bottled mineral waters that meet or exceed minimum magnesium levels include BIOTA, Apollinaris, Evian, Gerolsteiner, and Pellegrino.

New York University nutritionist Samantha Heller, RD, notes that you can also eat magnesium-rich foods.

"Peanuts, broccoli, tofu, sweet potatoes – all are rich sources of magnesium," says Heller. "You don't have to get it from water."

Finally, there is one more, perhaps ultimate, reason some people choose bottled water over tap: It's a taste thing.

"When discussing the choice between bottled and tap water, you cannot ignore taste as a deciding factor," says Michael Mascha, publisher of FineWaters.com.

Like those of us who can tell Coke from Pepsi, he says, some can tell tap from bottled water -- and even detect differences among the bottled brands.

"If you can satisfy your palette and do your body good by drinking water, then why not spend the money you would spend on soft drinks on a fine bottled water?" asks Mascha.

1. Bottle at a Time

While drinking bottled water may have its benefits, it also has its drawbacks. Some have argued that the FDA is not always vigilant about enforcing regulations, sometimes allowing less-than-honest claims about a water's source and purity to slip by.

Further, some environmentalists charge that even when the water is safe to drink, the plastic bottles it comes in pose a hazard to the environment. Manufacturing them helps to pollute the air and burn oil resources, these groups say, and the bottles come back to haunt us a second time when they show up in landfills.

According to the research organization Earth Policy Institute, American's demand for bottled water requires more than 1.5 million barrels of oil a year -- enough to power 100,000 cars. And the Container Recycling Institute reports that 86% of plastic water bottles in the United States end up in landfills. When burned, they produce byproducts that may be harmful to humans and the earth, according to the Earth Policy Institute.

Moreover, at least two Italian studies reported that chemicals used to make most water bottles could leach into the water itself. This could result in residues that, at least preliminarily, have been shown to disrupt DNA and increase cancer risks.

At least one bottled water marketer -- David Zutler, a Colorado environmentalist and new player in the bottled water game -- says he's found the answer to these problems. And it's sitting smack in the middle of a cornfield.

Scientists at the University of Nebraska had been experimenting with a natural "plastic" bottle made from corn. And when Zutler was ready to bring his BIOTA Colorado spring water to market, he helped fund the development of the new, planet-friendly corn bottle.

"On the one hand, I had this totally pristine Colorado water source, untouched by any agriculture or industry, and on the other hand, I had plastic packaging made from fossil fuel, with questionable health concerns," says Zutler. "So when I heard about this totally safe new corn plastic, I thought this is the answer."

BIOTA is the first (and as of now the only) bottled water to come packed in the environmentally friendly corn-based plastic bottle. The bottle does not leach chemicals into its contents, Zutler says. And while many recycling plants are not yet equipped to handle the new bottles, Zutler says that it's an easy -- and profitable -- renewable process.

If the corn-based bottles do end up in a landfill, Zutler says, they burn clean. And he says that the manufacturing process saves over a barrel of oil for every 80 bottles consumed.

There's another option for people who like the idea of bottled water but are concerned about waste: Another Colorado-based company, New Wave Enviro Products, sells a combination Better Water Bottle Filter that uses the new corn-based bottle. Reusable up to 90 times, the filter turns any tap water into cleaner drinking water, while the corn bottle offers an environmentally safe way to carry it.

Jul 14, 2006
- BIOTA Buzz!

BIOTA has been seen all over Los Angeles but is making a big impact on celebrities and Californians who ride in LA's ECOLIMO transportation service.

Singer, Songwriter Sophie B Hawkins recently received more than just a ride in ECOLIMO's enviro-friendly vehicle. As noted in her recent blog, Sophie describes her concern for the environment and expresses how we all can make a difference.

We are proud to support Sophie B Hawkins and ECOLIMO in their efforts to educate the public about making positive environmental change.

Visit www.wophiebhawkins.com
or check out Sophie's blogspace
<http://blog.myspace.com/index.cfm?fuseaction=blog.view&friendID=1168...>

Jun 29, 2006
Eco-friendly dishware can turn Fourth green - By: Dianna Marder,
Inquirer Staff Writer - The Philadelphia Inquirer

Eco-friendly dishware can turn Fourth green
Renewable resources used to make picnic supplies.

By Dianna Marder
Inquirer Staff Writer

At this year's July Fourth picnic, it will be possible not only to serve corn on the cob and potato salad, but also to eat them with plastic utensils made from corn and potatoes.

For dessert, how about watermelon served on plates made from sugar cane? And when it comes time for clean up, toss it all in the ground (actually, in that compost pile you've been thinking of making.)

Now, what happens in the backyard can stay in the backyard, because there's a whole new world out there of products for eco-entertaining: clear or colorful tumblers, sturdy paper plates, and plastic utensils made from renewable resources.

They're compostable, recyclable, and in some cases even reusable.

No more paper plates that originate from trees. No more plastic cups that perpetuate our reliance on petroleum.

(Styrofoam? Since the late 1990s, it's actually been banned in several cities, from Portland, Ore., to Freeport, Maine, to Newark, N.J.; even McDonald's doesn't use it anymore.)

Instead, a growing number of manufacturers nationwide offer guilt-free disposable picnic goods that are 100 percent tree- and petroleum-free.

Consider Spudware forks, knives and spoons made of a plastic derived from potato starch.

Or Biograde, a compostable plastic made from limestone and cellulose (that's the cell wall of a plant, for you art history majors.).

Then there's PLA, or polylactic acid, a plastic derived from corn (grown in the United States), used to make clear cold-drink cups, to-go containers, and utensils that are compostable.

Corn is also the plastic base of choice for bottled spring water from BIOTA. While many conventional water bottles are labeled recyclable, about 40 million of them end up in landfills, according to company founder David Zutler. So BIOTA is putting its premium spring water in compostable plastic bottles made from corn-based PLA.

Another option is bagasse, a sugar-cane fiber used to make sturdy paper plates, cups and bowls. It's heat-tolerant and microwavable. And one particularly nice aspect of bagasse is that it's made from something that would otherwise be useless: the remnants of sugar-cane stalks after they have been crushed for their juice.

Preserve is a line of bright-colored plastic plates and utensils made from recycled plastic - mostly Stonyfield Farms yogurt containers. It's reusable (safe in the dishwasher on low heat) and recyclable.

And bambu is the moniker for disposable, biodegradable plates and utensils made from organically grown bamboo.

Where does one find corn cups and sugar-cane bowls?

Try Whole Foods, Target or Costco. But online shopping is your best bet. And no,

you don't have to buy by the case.

Browse at Realgoods.com, Treecycle.com, Ecoproducts.com or Biodegradablestore.com for starters. Recycline.com is the place to find Preserve; BIOTA water is at www.biotaspringwater.com; bamboo products are at www.bamбуhome.com.

The price difference between these compostables and similar products made from recycled paper, petroleum-based plastic or Styrofoam can range from pennies to a dollar, depending on the product and quantity.

(The cost-benefit to the Earth: priceless.)

To read full article visit,
<http://www.philly.com/mld/philly/email/entertainment/dining/14924214.htm>

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Jun 21, 2006 - Telluride Wine Festival

BIOTA is proud to be the official water sponsor for this year's 25th Annual Telluride Wine Festival.

Telluride Wine Festival dates are June 22-25, 2006.

Join us for 4 delicious days of cooking demonstrations, winemaker dinners, winemaker luncheons, and seminars featuring some of the most exciting names in today's culinary world.

Celebrate the magic of food and wine, Telluride Style, learn the intricacies and pleasures of selecting wine, amid unspoiled vistas and majestic 14,000 foot peaks in Southwest Colorado's San Juan Mountains.

For tickets and more information visit www.telluridewinefestival.com.


Jun 15, 2006 - Bluegrass is here!!!


BIOTA is proud to be a premiere sponsor yet again at this year's Telluride Bluegrass Festival!

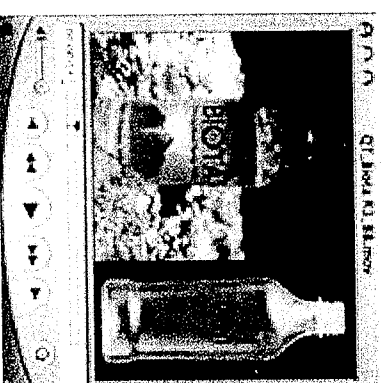
For thirty-three summers, music lovers from around the globe have been making their loyal pilgrimage high into the San Juan mountains of Colorado, where for four magical days, this historic mining town is filled with the sound of guitars, mandolins, and voices including Bonnie Raitt, Tim O'Brien, Nickel Creek, Sam Bush, Yonder Mountain, Barenaked Ladies and many more.

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Festival tickets are still available for June 15, 16, 17 and 18.

Check out www.planetbluegrass.com for more info!

Stay tuned for new photos from Bluegrass in our Photo Gallery.

Jun 06, 2006

- Summer is here and its HOT for BIOTA!

Looking to escape some of the summer heat? Join BIOTA this June at the following events...

******Health Freedom Expo - June 9-11, Chicago, IL******

Join us in the great city of Chicago, IL for this exciting event on June 9-11, 2006. The expo will be held at one of the premier locations in the Midwest - the Donald E. Stephens Convention Center in Rosemont. Exhibitors and speakers from around the country will be there to discuss the natural health and legislative issues that are important to you! Be sure to stop by the BIOTA booth!

******Harmony Festival - June 9-11, Santa Rosa, CA******

Visit BIOTA's hydration station at this year's Harmony Festival. From beginning to end, the Harmony Festival is designed with the natural environment in mind. Sponsors, vendors, performers and organizers work together to learn and grow more ecologically responsible as we model the program for other events, businesses and individuals. Musical lineup includes Ozomatli, Michael Franti & Spearhead, Cake, Hot Buttered Rum and many more. Visit www.harmonyfestival.com for information and tickets.

******FIBark Festival- June 15-18, Salida, CO******

Join us at the nation's largest whitewater festival. Many of the top whitewater sports stars from around the world will venture to take on the mighty Arkansas River. This years FIBark once again brings back the highly anticipated boat races and competitions. For more information check out www.fibark.com.

******Telluride Bluegrass Festival- June 14-18, Telluride, CO******

For thirty-three summers, music lovers from around the globe have been making their loyal pilgrimage high into the San Juan mountains of Colorado, where for four magical days, this historic mining town is filled with the sound of guitars, mandolins, and voices including Bonnie Raitt, Tim O'Brien, Nickel Creek, Sam Bush, Yonder Mountain, Barenaked Ladies and many more. Check out www.planetbluegrass.com for more info! Hope to see you there!

more to come, keep you eyes peeled and stay hydrated with BIOTA!*

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Jun 02, 2006
- BIOTA supports the City of Chicago Department of the Environment, in bringing the sneak preview of design e2!

BIOTA in conjunction with the City of Chicago Department of the Environment, take great pleasure in supporting the sneak preview screening of design e2, Monday, June 5, 2006 at the Chicago Cultural Center, Chicago, IL.

design e2, a documentary series that explores sustainable design and the economies of being environmentally conscious. Narrated by Brad Pitt, "The Green Machine" episode of the six part series spotlights Chicago Environmental Commissioner, Sadhu Johnston illustrating how City Hall's green roof and the Chicago Center for Green Technology are on a few of Mayor Richard M. Daley's initiatives in making Chicago the greenest city in America.

May 30, 2006
- Chicago consumers enjoy BIOTA!



"Thank you for your vision in creating a plastic that will hopefully become the standard for all plastic containers. You now have a customer who will make sure all of the bottled water in our house is from your company. I plan on telling all of my friends and coworkers about your bottled water. Keep up the good work and good luck."

Fred Wezeman -Chicago, Ill.

May 26, 2006
- NBC/Chicago News Clip May 26th, 2006

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<http://showroom.multivisioninc.com/share.do?id=30109&key=qYIY0dcatrO...>

A man born and raised on the south side of Chicago combined Illinois number one product to make a fully bio degradable bottle made from corn.....

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May 18, 2006 - BIOTA Hits Home in Chicago!

BIOTA comes home to the Windy City! David and Michael Zutler get to go back to their beloved Chicago. They will introduce the Planet Friendly bottle and BIOTA to what is poised to be the "greenest" city of America.

BIOTA will be introduced into local stores on Monday, May 22. We hope to see you there!

May 15, 2006 www.climatecrisis.net - Al Gore's Premiere of AN INCONVENIENT TRUTH

BIOTA Joins Paramount Classics in the Premiere of AN INCONVENIENT TRUTH

Join BIOTA; pledge to see AN INCONVENIENT TRUTH opening weekend. Your support will help raise public awareness on global warming.



Visit www.climatecrisis.net to view the movie trailer and make your pledge!

From director Davis Guggenheim comes the Sundance Film Festival hit, AN INCONVENIENT TRUTH, which offers a passionate and inspirational look at one man's commitment to expose the myths and misconceptions that surround global warming and inspire actions to prevent it. That man is former Vice President Al Gore, who, in the wake of defeat in the 2000 election, re-set the course of his life to focus on an all-out effort to help save the planet from irrevocable change.

With wit, smarts and hope, AN INCONVENIENT TRUTH ultimately brings home Gore's persuasive argument that we can no longer afford to view global warming

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as a political issue – rather, it is the biggest moral challenge facing our global civilization.

Paramount Classics and Participant Productions present a film directed by Davis Guggenheim, AN INCONVENIENT TRUTH. Featuring Al Gore, the film is produced by Laurie David, Lawrence Bender and Scott Z. Burns.

Apr 24, 2006

- Another great TV clip about BIOTA

NBC Tampa April 24th

<http://showroom.multivisioninc.com/share.do?id=28137&key=8Vh4IR0YHnv...>

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Apr 19, 2006 **- Celebrate Earth Day with BIOTAI**

Come celebrate Earth Day with BIOTAI!

*****Kokua Festival - Maui - April 20, Oahu- April 22*****

Featuring Jack Johnson, Willie Nelson, Ben Harper and more. Help support the Kokua Hawaii Foundation and spread environmental awareness to children in Hawaii. For more information check out www.kokuafestival.com.

*****CA State Parks Earth Day Restoration & Cleanup - April 22*****

Join BIOTA in improving projects at all state and community parks throughout California. Get close to the Earth by planting native plants, habitat restoration and more!

*****Whole Children, Whole Planet Expo - LACC- April 22,23*****

Let your children explore more ways to be environmentally conscious at the first natural parenting and family expo. This is event is held at the Los Angeles Convention Center, for more information visit, www.wcwpexpo.com.

*****SOMARTS Gallery, S.F., Earth-Day-Be-In - April 22*****


Join BIOTA and the Green Century Institute in brainstorming Solutions for Sustainability. The Earth-Day-Be-In celebrates the further evolution of the digital revolution: buidling a sustainable culture. For more information visit, www.be-in.com.


*****Recycle! Fort Lauderdale, Earth Day Picnic - April 23*****

"Picnic in the Park" will be held in Fort Lauderdale at the Holiday Park. Bring the family down for a Sunday afternoon filled with activities and environmental education for all.

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*****Happy Earth Day, best wishes from BIOTA :) *****

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David M. Zutler - In Memory of Andy J. Kindle

Feb 23, 2007

David M. Zutler - BIOTA will Make a Splash at 79th ACADEMY AWARDS

Nov 14, 2006

- BIOTA to be Featured on ABC 7 News San Francisco

more...

Apr 13, 2006
www.hootmovie.com - BIOTA gives a HOOT!!!

HOOT Premiere at Grove Theatre in LA on April 15th

HOOT - award winning novel turned Hollywood star studied movie about three clever middle -schoolers taking on greedy land developers, corrupt politicians and clueless cops all in the name of saving endangered owls in Florida. Produced by Jimmy Buffet, Frank Marshall and Walden Media; Directed by Wil Shriner, starring Luke Wilson and Logan Lerman. Look for HOOT in a theatre near you May 5th!

Give a HOOT! Adopt a desktop pet owl and New Line Cinema will make a donation to the National Wildlife Federation!

Visit: <http://www.hootmovie.com/adoptanowl/biota/>

Apr 10, 2006

- Thirst for the environment

A new type of bottled water hit the shelves of one Gwinnett grocery store this week.

Its goal: quench a thirst to protect the environment.

BIOTA Colorado Pure Spring Water is on sale in greater Atlanta Publix grocery stores through August, with more stores getting into the mix after that.

Price: 1.89 for a liter, 99 cents for a half liter.

Conventional petroleum-based plastic bottles will not decompose. BIOTA bottles, made with a corn-based polymer, are different. The material breaks down in landfills in about 75 days, according to Colorado-based BIOTA.

The company, which has already put its product on the market in such states as California and Texas, is making its first entry into the Southeast.

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Apr 06, 2006 **- Eco-friendly bottled water debuts**

LAWRENCEVILLE — A new type of bottled water is rolling into one Gwinnett grocery store today, hoping to quench the thirst to protect the environment. BIOTA Colorado Pure Spring Water will appear in greater Atlanta Publix grocery stores through August, with more stores getting into the mix after that. Consumers will pay \$1.89 for a liter, \$.99 cents for a half liter.

Unlike conventional petroleum-based plastic bottles that never decompose, BIOTA bottles are made with a corn-based polymer. The material breaks down in landfills in about 75 days, according to a press release issued by BIOTA Tuesday. The Colorado-based company, which has already put its product on the market in such states as California and Texas, is making its first entry into the Southeast. CEO David Zutler, who formed the company in 1993, began looking into the possibility of an environmentally friendly bottle for his spring water a few years ago.

While bio-based products such as forks and plates are nothing new, BIOTA has the first environmentally safe water bottle, Zutler said. It comes on the market as consumers are paying more attention to soaring oil prices and the effect at the gas pump.



"Everyone wants to make a difference, but not everyone knows how," Zutler said. "This product allows you to make that difference."

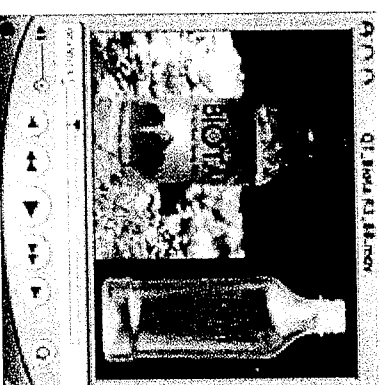
Bottled water is a competitive industry, but it's also tough on the environment. Consumption of bottled water has doubled in the past few years, leaving about 40 million water bottles that end up in the trash every day, according to the Container Recycling Institute.

Apr 03, 2006
- BIOTA Clip on NewsChannel 7 in Panama City, FL

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<http://showroom.multiplevisioninc.com/share.do?id=27052&key=YcyTcgIujqk...>

Mar 29, 2006

- BIOTA Spring Water Clip aired on Florida TV Station

<http://showroom.multiplevisioninc.com/share.do?id=26815&key=m9XIV7A0ILV...>

Spring water in environmentally friendly packaging is coming to northwest florida ... The makers of biota spring water say their bottles are made from a corn-based material .. They'll hold their shape on the shelf .. But put it in a commercial composting situation -- with heat, humidity, and bacteria -- and it breaks down completely within three months. The company is studying how the bottles degrade in normal landfills. Another benefit, if the bottle is in a fire, it burns clean, without emitting toxic chemicals. Publix is rolling biota water onto its store shelves in northwest florida beginning this week.

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Mar 28, 2006 - BIOTA is "Unwrapped" on the Food Network

<http://showroom.multivisioninc.com/share.do?id=26751&key=CDMdSjZCUs...>

The Food Network aired a segment on their popular TV show "Unwrapped" on BIOTA Spring Water. The show aired on Monday, March 27th and has lead to an overwhelming response by the public to our outstanding product. Since this show was aired, BIOTA has received thousands of visitors to our website plus numerous calls and emails. This segment will run again on **Friday, March 31, 2006 at 7:30 pm ET/PT** so stay tuned.

Mar 27, 2006 Dave Wirth - Spring water in biodegradable bottles hits Bay Area

Tampa, Florida - David Zutler and Andy Kindle are trying to change the world "one bottle at a time". It's not so much the Biota Colorado spring water they're selling. It's the bottle they're putting the water in. Zutler, who used to live in Tampa, has developed the first biodegradable plastic water bottle.

David Zutler, Biota Chairman & CEO: "Last year, out of 120 billion bottles produced, approximately 95 billion wound up in landfills...enough to power 400,000 vehicles for a year."

Ten years ago, David Zutler heard of a study to make plastic...not from oil...but from corn.

David Zutler: "I got on the internet and I found out that a company called Cargill and another little one called Dow had done a joint venture...and took Pat Gruber's

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invention and they figured out how to make plastic from corn."

One of his partners is Tampa's Andy Kindle, who used to direct the news here at Tampa Bay's ten back in the early 1970's. He then spent over 20 years producing and directing NFL football for CBS and FOX. He's also traveled to 62 countries around the world, in his broadcasting career.

Andy Kindle, Award winning Director: "Their water has caught the attention of Publix, Biota, and its corn-based bottles, is being featured in their stores for the next four months."

David Zutler is a businessman. But changing the world, by reducing our reliance on oil, is also good business.

David Zutler: "For every 150 cases of Biota purchased, you save a barrel of oil."

"And I see the number of bottles of water that are being thrown away every single place that you go, along every roadside."

Mar 17, 2006

- Food Network - Unwrapped

AIR TIMES:

March 27, 2006 9:00 PM ET/PT

March 28, 2006 12:00 AM ET/PT

March 31, 2006 7:30 PM ET/PT

Outside the Snack Box

Today on Unwrapped we're delving into things that are questionably edible. First, see how Sterno is made, visit a Freaky Food Lab with Dr. Dreadful and check out a water bottle made from corn that biodegrades in just eighty days. Then, test your knowledge of food with the Eat It Trivia Game and watch how fake food is made to look just like the real thing. Finally, figure out just what those pillow packets are in the bottom of your bags of munchies. For more information please visit www.foodnetwork.com.

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Mar 16, 2006
Tampa FOX 13 - FOX Good Day, WTVT


To view go to:
<http://showroom.multivisioninc.com/sharePlay.do?jsessionId=F95D2023D7DBD...>


Broadcast Content, Tampa, FLA---

We are all drink more bottled water than before. But the next time you head to Publix you will see new type of bottle water. The bottle is made from corn instead of crude oil. The company in Colorado makes the bottles and fills them with special spring water. Good morning, Dave. Thank you for having us here. This is different than what we saw before. This is the first planet friendly bottle in the world. Made 100 percent from corn instead of oil is something that will help change the world and we are changing the world one bottle at a time. It is biodegradable. Combustible. Commercially composted in 80 degrees which is heat, organisms earth goes away. Yesterday we are saying we stock pile water for our summer months because of hurricane season the question is, does it start to fall apart while we have it in storage. Absolutely not. It is regular plastic but this is made from corn instead of oil. Now, we have a demonstration for us. What are we doing? Well burn the old plastic so you can see the impact that it is having on the planet. People are burning their trash. If everybody is familiar with the way old plastic burns, you can see the ugly black smoke that is given off and while they are burning the trash, is because people have switched from glass bottles in the Caribbean and Mexico overnight and therefore, there is no recycling in the islands and they are burning land fills because they are full. This is as you can see here, it burns with a hot blue flame and no ugly black smoke and no smoke. It is burning and you can hardly see it. It is no smoke and burns with flu flame and no discharge. So obviously, the effect on the environment is immense. It is throughout the world. We are trying, we started and we have had inquiries from all over the world. Entertainment community and sports world. One of our local citizens general Swartskoff is endorsing the plastic. Everybody wants to do their part for the environment. If you have a good product you have to have good tasting water. Where does that come from? We have a true protected source. The

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spring located in 9010 feet in Colorado. This means that there is no mining or milling or any type much exposure to any either effect other than natural. This is new Colorado Kool-Aid. We have a toast. Here's to the planet. Thank you for being here. That is a good tasting water right from Colorado. Dave, thank you for being here. Thank you for helping to spread the word.

Mar 15, 2006
www.heraldtoday.com - Bradenton Herald

MANATEE - A new earth-friendly product is hitting nearby supermarket shelves.

BIOTA Colorado Spring Water is being sold at Publix supermarkets in Central Florida this week, touted as the first beverage to come in a biodegradable corn-based bottle.

BIOTA Brands of America founder David Zutler said the corn-based plastic takes only half the energy to produce as standard petroleum-based plastics.

"For every three-and-a-half cases of BIOTA purchased, you can save one gallon of oil," he said. "One hundred and fifty cases represents saving a barrel of oil."

NatureWorks PLA plastic can break down in 75 to 80 days by commercial composting, and the source - corn - is renewable. Of 120 billion plastic bottles produced last year, 95 billion ended up in landfills and will never biodegrade, Zutler said.

American Container Handling Systems of Sarasota created a conveyor system with soft, sweeping turns to handle the more fragile corn-based plastic bottles.

"It has a tendency to scratch," Zutler said.

The slower bottling system can process 300 bottles a minute. Some of the standard systems can process up to 1,400 bottles in the same time.

The Ouray, Colo., facility can produce 60 million bottles of the water annually. The water retails for 99 cents for a half-liter and \$1.89 for a liter.

The roll-out has been years in the making.

"I felt the bottled water industry would be a huge growth industry," Zutler said. "I

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was always looking for a better bottle."

BIOTA, which stands for "blame it on the altitude," was launched last year in Colorado and California. South Florida Publix supermarkets began selling the product in January. The water also was given out in gift bags at this year's Academy Awards.

Zutler, a lifelong entrepreneur, and his family have been visiting the area for more than 20 years.

Mar 13, 2006 - BIOTA makes a splash in Central Florida!

(March 13, 2006) TAMPA, FL -- Natural spring water may be good for your health, but the water bottles are wreaking havoc on our environment. With the introduction of the first-to-market Planet Friendly® water bottle, BIOTA Brands of America, Inc, plans to change that startling fact. Packaged in a revolutionary, nature based material, BIOTA bottles are made from an annually renewable resource -- corn, and not a non-renewable fossil fuel -- oil. BIOTA Colorado Pure® Spring Water is a unique, premium product that supports a passion to do good for people while protecting the planet.

The groundbreaking bottle is made with NatureWorks® PLA plastic, which is biodegradable and compostable, opposed to conventional plastics, which are made from petroleum based PET. Further supporting their enormous commitment to preserving the environment and exchanging the world one bottle at a time, BIOTA is the first beverage company in the world to exclusively use the planet friendly PLA bottle. Recently, the message of corn being a homegrown renewable energy source is popping up everywhere from the Superbowl to the automotive industry; purchasing BIOTA is an easy step consumers can take in perfecting their ways of being planet friendly. In addition, the process of making PLA plastic uses 30% - 50% less energy than making petroleum based PET plastics.

BIOTA brand Colorado Pure Spring Water is the ultimate, clean water brand that originates from the highest, protected natural alpine spring in the world, located in the heart of the Rocky Mountains. Snowmelt water is filtered over one hundred years emerging 9,010 feet above sea level. This protected source guarantees that there is no chance the water is exposed to any type of contaminate from outside influences such as human contact or agriculture.

BIOTA is the perfect combination of the highest quality spring water and environmental respect, says David Zutler, CEO and Founder of BIOTA Brands

of America, Inc. “This corn based plastic bottle allows consumers to enjoy all the health benefits and refreshment of the purest drinking water while supporting positive impact on the environment and sustainable business practices that can ultimately be felt around the globe.”

With a residence in Tampa Bay, Zutler and his family have strong roots in the community spanning the last twenty years; he is joined by close friend and BIOTA Advisory Board Member, Andy Kindle, in proudly launching BIOTA in Central Florida. Kindle is a long time Tampa resident and 17 time Emmy award winning director who played a significant role in keeping the Tampa Bay Buccaneers in Tampa with the “Home Field Advantage” television special.

According to the Container Recycling Institute, bottled water consumption more than doubled in the past few years leaving about 40 million water bottles to end up as trash every day. BIOTA bottles are a 100% renewable resource, and are approved and certified as commercially compostable by the Biodegradable Products Institute. Testing has demonstrated that a BIOTA water bottle will degrade within seventy five to eighty days in a commercial composting situation. Oil based plastic bottles will never biodegrade.

BIOTA Colorado Pure[®] Spring Water has teamed up with Publix Super Markets for an exclusive product roll out in South Florida. “Publix is committed to protecting our environment for future generations. That’s why we’re so excited about the opportunity to offer our customers a planet friendly product,” says Maria Brous, media and community relations manager for Publix. Publix shoppers will have the opportunity to be the first in the south to ring in the New Year on a healthy and environmentally sound note. BIOTA will be available in nearly every Publix supermarket from Orlando to Sarasota beginning March 13, 2006.

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Mar 03, 2006

- Global Green Oscar Party

Los Angeles, Calif. - As a part of this year's Oscar celebration, BIOTA will make an appearance at the Global Green Oscar Party on Friday, March 3.

The Global Green Oscar Party celebrates smart solutions to global climate change. This celebration will benefit Global Green USA's global warming initiatives, including green rebuilding of New Orleans and the Gulf Coast.

The event will take place at the infamous Henry Fonda Music Box Theatre. BIOTA is proud to take place in this event and support Global Green USA.

Mar 01, 2006

- PR Newswire


SWAGG (Sustainability, Wellness and Green Gifts) Created for Eco-Conscious Celebrities to Benefit Global Green USA


LOS ANGELES, Feb. 28 /PRNewswire/ -- ecoSWAGG bags benefiting Global Green USA, may be the least expensive goodie bag to be gotten, but there's nothing little about it. The earth-conscious gift bag carries with it a BIG message about healthy environmental practices.

For the fourth year in a row, as part of the "Red Carpet, Green Cars" drive-up campaign, ecoSWAGG (which stands for Sustainability, Wellness and Green Gifts) will be personally delivered into the arms of nominees and attendees chauffeured in Toyota and Lexus hybrids to the 78th Annual Academy Awards. Like no other swag bag, ecoSWAGG proves that going green isn't just easy, it's fun, fashionable

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and hip.

Toyota vehicle ecosWAGG includes: The Ambrose Hotel in Santa Monica; Arbor Snowboard Company graphic designed bamboo tees; BIOTA Spring Water, packaged in biodegradable bottles...

.....

To view full article:

<http://sev.pnnewswire.com/entertainment/20060228/LATU07628022006-1.html>

Feb 28, 2006

Understanding the next evolution - Utne Magazine

March- April 2006

Corn-Founded Garbage

Corn-based plastics have come a long way from the flimsy, expensive containers of the 90s that melted in the sun. With oil prices at new heights, price-competitive (and durable) plastic products can be made from processed corn. Colorado-based BIOTA Spring Water turned to this innovative polymer for its water bottles. The containers are clear and as durable as any petroleum-based bottle, and they cost about half as much to produce. The downside is that these plastics, unlike earlier iterations, are too durable to compost in your backyard. But in a commercial composting facility they break down completely within 80 days.

Taken from page 11, Issue No.134

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Feb 16, 2006 **The New York Times - The Purity Factor**

The New York times featured BIOTA in their February 15 issue.

On the front page of the Dining & Wine section, author Julia Moskin uncovered the buzz behind bottled water.

As mentioned in the article, the Time's Dining staff came together to do a blind tasting of nine still waters. Among those tested include; Aquafina, Dasani, Smartwater, Fiji and much more including BIOTA.

As expressed in the article, the analysts were able to distinguish between two types of water; natural spring water and purified water.

To read more on there findings, view the full article at:
<http://www.nytimes.com/2006/02/15/dining/15wbox.html>

Feb 03, 2006 **Biota - Check it out!!**


View BIOTA's blog space at:
<http://renewable-resource.blogspot.com>

Be sure to leave a comment of your own,
we'd love to hear from you!

You can also access this page by visiting our "links" section.

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Feb 02, 2006 The Ledger - Clearly Corny...

The Ledger- Lakeland, Florida
Published Thursday, Feb.2, 2006
The Insider

Clearly Corny

Mom used to tell us that our mess wouldn't clean itself up, but that's not entirely true. We recently learned that Publix Super Markets Inc. has introduced biodegradable water bottles in its Miamiarea stores (it probably won't be available locally, a spokesman said). Called BIOTA, the water costs about the same as premium brands but is packaged in clear plastic bottles made from corn, which dissolve in about 80 days once thrown away. The water tastes pretty good, but the bottle is no Jifty Pop: We're still trying to spread butter on the dadgum thing.

-- Kyle Kennedy

.....

To view story visit:

<http://www.theledger.com/apps/pbcs.dll/article?>

[AID=/20060202/NEWS/602020...](http://www.theledger.com/apps/pbcs.dll/article?AID=/20060202/NEWS/602020...)

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Feb 01, 2006
Boca Raton News - New water bottle makes appearance in Boca Publix stores

Boca Raton News
 Published February 2, 2006
 by Corey Sligins

New water bottle makes appearance in Boca Publix stores

A new environment-friendly water bottle has recently made an appearance on Publix store shelves throughout Boca Raton.

Distributed by Telluride, Colorado-based BIOTA (Blame It On The Altitude) Brands of America, Inc., BIOTA Colorado Pure Spring Water boasts a clean liquid that originates from the highest natural alpine spring in the world.

The most revolutionary aspect of the brand, though, is its bottle-a container made of corn instead of conventional plastics that utilize oil.



"What that means is our bottle is biodegradable, as opposed to plastic bottles which never do. In fact, a BIOTA bottle will typically biodegrade in 80 days," said David Zutler, founder and chief executive officer of BIOTA. "With this product, people can enjoy great tasting water while preserving the environment."

According to the Container Recycling Institute, bottled water consumption more than doubled in the past few years to result in approximately 40 million water bottles ending up in landfills every day.

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Jan 30, 2006 - Sun-Sentinel- Something corny...

South Florida Sun-Sentinel Posted January 30, 2006 by Jaclyn Giovis Something corny is in the water South Florida's Publix grocery stores are selling Colorado natural spring water that comes in a container made of corn. Well, sort of. BIOTA Brands of America Inc., based in Telluride, Colo., has bottled its water in a 100 percent biodegradable plastic container that is made from corn instead of oil, so it burns clean and does not release harmful chemicals into the air. Initial testing has demonstrated that a BIOTA water bottle should degrade in about 80 days. Petroleum-based plastic beverage bottles, according to many assessments, take 1,000 years or more to break down. BIOTA, an acronym for "Blame it on the altitude," originates from the highest, protected natural alpine spring in the world, located at the heart of the Rocky Mountains, according to the company. Snowmelt water is filtered more than 100 years through 13,000-foot peaks from its source 9,010 above sea level. BIOTA retails for \$1.89 for a one-liter bottle and 99 cents for a half-liter bottle. More than 200 Publix stores in South Florida started carrying the product last week. To view story visit the Sun-Sentinel at <http://www.sun-sentinel.com/business/local/sf-ybquick30jan30,0,403988,p...>

Jan 27, 2006 - Tesimonials- East Coast

"I just received an email from a colleague talking about your new biodegradable bottles on sale now in certain Publix supermarkets. All I can say is THANK YOU! What a great invention and it's something that we've needed. This is great, great news!" Ginger North Carolina One word... BRAVO! It is about time that packaging waste is considered in our "throw-away" society! Thank you for your environmentally-conscious attitudes. Hopefully others will follow your lead. Andy

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Jan 25, 2006 - Miami Herald- Fantastic plastic made from corn...


The Miami Herald HERALD.com Posted on Wed, Jan. 25, 2006 Environment
 Fantastic plastic made from corn Publix introduces a new product from BIOTA-- biodegradable water bottles made out of corn. By: Elaine Walker With more than 65 million plastic water bottles heading for the trash every day, South Florida consumers can now do a small part to help the environment. Publix Super Markets throughout the region is more about the bottle than what's inside. BIOTA, bottled water where the story is more about the bottle than what's inside. BIOTA, which is made by a small Colorado company, stands for Blame It On The Altitude. The clear plastic BIOTA bottle is made of corn, a renewable resource, instead of oil like the traditional plastic. But don't worry, the water doesn't taste anything like corn on the cob. The water comes from a natural alpine spring in the Rocky Mountains. Unlike petroleum-based plastic bottles, the BIOTA bottle is biodegradable and will decompose in 80 days if placed in a commercial compost. The bottle is made of NatureWorks PLA plastic, a product that has been showing up in other retail settings ranging from Wild Oats takeout containers to the packaging for Newman's Own salad dressing and Del Monte fruit. Coming soon: a major presence at Wal-Mart. To view full story please visit English <http://www.miami.com/mld/miamiherald/business/13705810.htm> Spanish <http://www.miami.com/mld/elnuevo/news/local/13703765.htm>


Jan 24, 2006 - nbcb6.net- Publix Introduces Biodegradable Bottle..

Publix Introduces Biodegradable Bottle To Store Shelves Company Says Bottle Dissolves Within 80 Days Posted: 9:19 am EST January 24, 2006 DEERFIELD BEACH, Fla.--Publix supermarkets are making a new product available that officials hope will cut down on littering in South Florida. The Biota Water bottle looks and feels like plastic, but it's actually made from corn. The new, high-tech material is just as effective as plastic and it's biodegradable.

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Jan 17, 2006
- FETIVARIANS GET HEALTHY WITH AIRBORNE AND BIOTA

SALT LAKE CITY, UT- BIOTA is teaming up with AIRBORNE who is turning the infamous Monkey Bar into the AIRBORNE lounge at this years Sundance Film Festival. Patrons who are feeling a little under the weather will be able to enjoy complimentary AIRBORNE tablets in a glass of BIOTA. What could go better than the number one natural cold remedy served with Americas Premium Spring Water, BIOTA? AIRBORNES unique natural formula of seven Herbal Extracts, Antioxidants, Electrolytes, and Amino Acids, offers maximum vitamin and herbal support for hours! Best selling AIRBORNE was created by a second grade school teacher and is now trusted by millions as their number one cold remedy. Look for us at the Sundance Film Festival, held this weekend, January 19-29 in beautiful Park City, UT. To find out more information on AIRBORNE, visit www.airbornehealth.com.

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Jan 13, 2006

- BIOTA RIDES THE WAVES IN TO SOUTH FLORIDA

BIOTA makes a huge splash next week with its introduction into 228 Publix Supermarkets in the Miami Division. BIOTA Colorado Pure Spring Water has teamed up with Publix Supermarkets for an exclusive product roll out in South Florida. Publix shoppers will have the opportunity to be the first in the south to ring in the New Year on a healthy and environmentally sound note. BIOTA is supporting this Rollout with a media campaign. This campaign will help present Publix to its customers as a leader in helping to make a difference in respect to the environment.

Jan 13, 2006

- BIOTA RETURNS TO DIABETES GOLF AND TENNIS CLASSIC

MIAMI BEACH, FL.- BIOTA is set to participate in the Annual Diabetes Research Institute Golf and Tennis Classic. The tournament, to benefit the Diabetes Research Institute (DRI) at the University of Miami Leonard M. Miller School of Medicine, will be held on Monday, January 31, 2006 at the exclusive La Gorce Country Club in Miami Beach. As stated by DRI, Diabetes affects 18 million children and adults in this country alone, and is the leading cause of blindness, heart and kidney disease, stroke and amputation. BIOTA is pleased to be a continuing sponsor of the Diabetes Research Institute.


Dec 16, 2005


- BIOTA supports Aspen Film Festival

With the Academy Awards race in full gear, December is the season synonymous with many of the year's most critically acclaimed and eagerly anticipated movies. Aspen Academy Screenings add celluloid excitement to Aspen's high-profile

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holiday season with a whirlwind slate of the hottest films featuring top talent. BIOTA Spring Water proudly supports Aspen Academy Screenings. If you are visiting Aspen and checking out the hot flicks make sure to ask for a BIOTA to enjoy during your screening! BIOTA can also be found at Clark's market and City Market in Aspen so be sure to swing by for a true taste of Colorado's purest spring water.

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Nov 23, 2005 **- Save Oil, Drink BIOTA**

BIOTA is Changing the World One Bottle at a Time. The numbers are in, and the facts show for approximately every 3 1/2 cases (85 bottles) of BIOTA purchased, one gallon of crude oil is saved. For every 150 Cases of BIOTA consumed, one barrel of crude oil is being conserved. Make a difference! Ask your friends and family to request BIOTA, Colorado Pure Spring Water at their favorite stores and restaurants. Our biodegradable /compostable plastic bottle is made from a renewable resourceCORN, not oil.

Nov 18, 2005 **- David Zutler to Speak at IREE Conference**


The 2nd annual Initiative for Renewable Energy and the Environment's (IREE) research symposium, Renewable Energy - The Next Generation, will be at the University of Minnesota on Nov. 29. The conference is an opportunity for University of Minnesota faculty and researchers to showcase groundbreaking new work in the areas of renewable energy and the environment. Minnesota Governor Tim Pawlenty will give the keynote address. The External Partners portion of the program will feature David Zutler, founder and CEO of BIOTA Spring Water the world's first bottled water / beverage packaged in a commercially compostable plastic bottle, and Eric Jarvis, Senior Scientist, Department of Energy National Renewable Energy Laboratory. For more information about IREE and the conference, visit www.iree.umn.edu.


Nov 18, 2005 **- Watch "Earth to America" Nov 20th**

SPECIAL REMINDER: Watch "Earth to America" this Sunday Nov 20th at 8:00pm

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on TBS (check your local television listings)! Stop Global Warming Virtual March founder Laurie David has created "Earth to America" -- a televised star-studded evening of comedy and music to raise environmental awareness. As Laurie says, "Comedy can be a very powerful tool to entertain and to educate, and that is the goal for Earth to America." We hope you'll tune in to TBS at 8:00pm on Sunday -- enjoy the show!

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Nov 17, 2005

- BIOTA is Backstage With the Stars

Celebrating the earth with the funniest people on it..TBSS EARTH TO AMERICA!, is a two-hour comedy extravaganza featuring top Hollywood talent in an evening of comedy to raise awareness of issues concerning the environment. BIOTA spring water is excited to be the backstage water for stars like Jack Black, Larry David, Leonardo DiCaprio, Will Ferrell, Tom Hanks, Dustin Hoffman, Steve Martin, Ray Romano, Martin Short and Ben Stiller, Stephen Colbert, Rob Corddry, Al Franken, Christopher Guest, Julia Louis-Dreyfus, Kevin Nealon, Wanda Sykes, Robin Williams, the cast of Avenue Q and Triumph the Insult Comic Dog. Country music superstar Tim McGraw will perform at the event. EARTH TO AMERICA! will be taped at The Comedy Festival at The Colosseum at Caesars Palace in Las Vegas on Nov. 17, for telecast Sunday, Nov. 20, at 8/7c p.m. In addition to the comedy, the show will feature environmental heroes, including Robert F. Kennedy Jr., Senator John McCain and a special appearance by mayors from across America. Earth to America! was created in 2000 by Laurie David as a fundraiser in Los Angeles for the Natural Resources Defense Council. Titled Earth to LA!, it has raised over 5 million since it began. The theme of Earth to America! focuses on the ultimate environmental issue, global warming.

Nov 17, 2005


- BIOTA is Making a Difference!!!


BIOTA was the exclusive water served at the San Francisco Green Festival Nov 5-6. Over 50,000 people attended the weekend event. The buzz from attendees, vendors, exhibitors, and festival staff/volunteers was that BIOTA was making a difference and doing something special for the Planet.

Nov 17, 2005

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- BIOTA Supports March Against Global Warming

Anti-global warming activist, Laurie David, was recently featured on a News Network special about global warming. BIOTA is proud to be one of her "Stop Global Warming Virtual March" partners. Please join the "Virtual March" against global warming by going to the following link:<http://www.stopglobalwarming.org/campaigns/sgw/partner/biota/> Thank you, together we can make a difference.

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Nov 16, 2005 **- Update on VEGOOSE**

The response to BIOTA was overwhelming at the VEGOOSE Festival in Las Vegas! All the Artists enjoyed BIOTA on stage and in their dressing rooms. Look for pictures of Jack Johnson and Michael Franti drinking BIOTA soon to be posted on our website.

Nov 05, 2005 **- Green Festival -San Francisco**

BIOTA is the water sponsor for the 2005 Green Festival in San Francisco, CA November 5th & 6th. Come by our Booth #424 to learn about BIOTA, PLA plastics and enjoy a sample of BIOTA Colorado Mountain Spring Water!



Nov 03, 2005 **- Green Conference San Francisco**

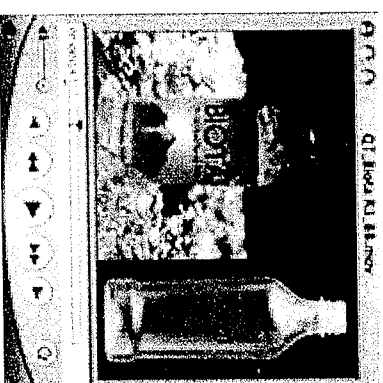
The Green Conference is an annual conference bringing together a diverse group of industries and fields to share the many ways to build a green business and a prosperous sustainable economy. The conference gave David Zutler, BIOTA CEO, an opportunity to participate in discussions on building the marketplace for green businesses and to connect with like-minded business visionaries. BIOTA was extremely proud to donate product and support this gathering of green business leaders.

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Oct 20, 2005

- BIOTA Sponsors VEGOOSE Music Festival in Las Vegas

What does BIOTA have in common with The Dave Mathews Band, Jack Johnson, Beck, and Wide Spread Panic? They will all be featured at the first annual VEGOOSE music festival which will be held this Halloween weekend in Las Vegas Nevada. The festival expects to pack 'em in during the two day extravaganza.

Oct 18, 2005

- BIOTA To Be Featured On Food Network

The producers and crew of the Food Network show "Unwrapped" paid a visit to our bottling facility this week to get the behind-the-scenes scoop. The show will focus on our revolutionary new corn-based biodegradable bottle and will show the state-of-the-art production line as our Pure Colorado Mountain Spring Water is bottled and packaged for shipment. The show will be aired within the next few months and will be seen in about 85 million households! Keep an eye on our site for viewing dates.

Oct 17, 2005


- BIOTA and Publix Grocery Stores


BIOTA will be available in Publix grocery stores in Florida by the end of this year. Publix is committed to making a difference and will be the first grocery stores in the southeast to carry BIOTA. Watch our website for the roll out of BIOTA in Publix!

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Oct 03, 2005 **- 2005 IBWA Aqua Awards**

The International Bottled Water Associations (IBWA) annual meeting took place September 27th to 30th 2005 in Orlando Florida. BIOTA was honored by receiving the 2005 IBWA Aqua Award for Best Packaging and Label Design in the World. The IBWA Aqua Awards are given annually to recognize the outstanding contributors in the field of marketing and public relations amongst the worlds outstanding bottled water companies and suppliers. BIOTA is very proud to be recognized by our peers in regard to our bottle and label design.

Sep 23, 2005 **- BIOTA Visits Government in D.C.**


David Zutler, while in Washington, D.C. for the Green Festival this past week, had very successful bipartisan meetings with various government officials. These included Rebecca Watson, Assistant Secretary of Interior; Congressman Sherwood Boehlert (NY), Chairman of the congressional Science & Technology committee; Senator Wayne Allard (CO); Senator Ken Salazar (CO); Congressman John Salazar (CO); Legislative Director for Senator Ted Stevens (AK); and the Legislative Director for Congressman Don Young (AK). All officials and their staff enthusiastically received Mr. Zutler. By putting partisan politics aside, all are committed to working together to make a difference in the World through the introduction of our Planet Friendly products.


Sep 20, 2005 **- BIOTA On Display in Washington DC Green Festival**

WASHINGTON, DC - BIOTA is once again making its presence as a major sponsor for the 2005 Green Festival in Washington, DC, September 24-25. Due to the wild

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success in 2004, the Festival is coming back to town in hopes of surpassing last years attendance of 15,000. Companies with expertise in all areas of the Green economy will be showcasing their products and services at the Green Festival, hosted by two non-profits, Co-op America and Global Exchange. Stop by Booth #509 and enjoy a BIOTA!

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Sep 17, 2005 - Earthdance

BIOTA is proud to be the exclusive water sponsor for Earthdance 2005. Earthdance, the Global Dance Festival for Peace has grown to the worlds largest simultaneous music and dance event. This years Earthdance event in Laytonville California is one of over 150 global events celebrating peace on September 17, 2005.

Sep 16, 2005 - BIOTAS Hometown Rocks at Blues & Brews



TELLURIDE, CO - BIOTA joined in the musical celebration at Telluride, Colorados 12th annual Brews and Blues Festival Sept. 16-18 as its exclusive water sponsor. BIOTA spring water bottles were a ubiquitous item as seen in the parks, on the streets, in restaurants, in backpacks, totes, and bags of every description by attendees of the three-day concert. Among the biggest named performers were Al Green, The Black Crowes, The Robert Cray Band, Maceo Parker, Susan Tedeschi, Joan Osborne, the subdudes, Sonny Landreth, Chris Thomas King, Henry Butler and the Game Band, Mofro, Eddie Turner, Alvin Youngbloods Harts Muscle Theory, Dwayne Dopsie & the Zydeco Hellraisers, plus dozens more.

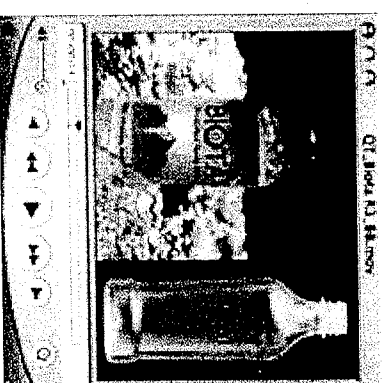
Sep 10, 2005 - Power to the Peaceful

San Francisco, CA-- On Saturday, September 10th 2005, visionary musician, filmmaker and human rights worker, Michael Franti along with his band, Spearhead and Guerrilla Management presented the 7th Annual 911 Power to the Peaceful Festival (PTTP) at Speedway Meadow in Golden Gate Park, San Francisco. Now in its seventh year, PTTP is an annual series of free, outdoor

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music and arts festivals with a social justice message bringing together international musicians, local artists and renowned speakers in a large festival atmosphere. The first festival drew over 6,000 people, but has expanded to be one of California's largest festivals of its kind with close to 50,000 attendees this year. San Francisco Mayor's Office proclaimed September 10th Power to the Peaceful Day at the festival. This year's theme, Bring Em Home, seeks to remind the public that the best way to support American troops abroad is to bring them home today. Inspirational performances at PTPP have included such diverse speakers and artists including Amy Goodman, Dennis Kucinich, Alice Walker, Ram Das, Digital Underground, Talib Kwei, KRS-One, The String Cheese Incident, Lyrics Born, Me'Shell Ndegeocello, John Butler Trio, Krist Novoselic, and Jello Biafra. This year's music line up includes Michael Franti and Spearhead, Jean Grae, Saul Williams, Anti-Flag, Zap Mama, Marie Daulne, J-Boogies Dubtronic Science and Glide Choir. Speakers include Angela Davis, Woody Harrelson, Robert Greenwald (filmmaker - Outfoxed, Wal-Mart), Rev. Cecil Williams (Glide Church), Paul Rieckhoff (opTruth.org), Tim Goodrich (Iraqi Vets Against The War), and DJ Miguel Migs. In addition to the performers and speakers on the main stage, the festival featured a zero-waste program using bio-diesel vegetable fuel for power, biodegradable flatware, BIOTA water bottles, recycle and composting bins, an open-air art gallery, earth-conscious vendors, massage and yoga, DJ dance floor, eco-village, kids zone, bike coalition and a diverse array of social, environmental and political organizations tabling.

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Sep 04, 2005 - BIOTA: First Bottled Water To Aid Katrina Victims



Seven semi-trucks of BIOTA Colorado Spring Water arrived in Baton Rouge Saturday, 9.03.05 and were eagerly received by Hurricane Katrina victims, and relief workers. According to Phil Brady of the American Red Cross BIOTA was the first bottled water company in the USA to commit water for the relief effort. Phil Brady who is Red Cross's Director of Logistics thanked BIOTA and Robert Kerrigan, whose law firm is paying for the transportation of the BIOTA. Pure water is a precious commodity in the disaster zone. Said Kerrigan, based in Pensacola, "We're proud to support the efforts of BIOTA in getting pure bottled water to the people who need it right now." Several people reported seeing on CNN, people walking around and drinking BIOTA. Larry King of Larry King Live stated on Saturday night that BIOTA water was being brought in from Telluride, CO and showed clips of BIOTA being unloaded from semis in Baton Rouge. We ask that everyone can make a difference at these tragic times so please help in any way you can. BIOTA Brands of America, Inc. launched its unique plastic bottle made from corn, a 100 percent renewable resource corn, late last year. The compostable bottle is approved by the Biodegradable Products Institute. BIOTA is now distributed in many natural food and grocery stores throughout the American West. Its motto: "BIOTA is Changing the World One Bottle at a Time."

Aug 31, 2005 - BIOTA Donates Water To Hurricane Katrina Victims

BIOTA Donates Bottled Water To Hurricane Katrina Relief, 234,000 bottles of BIOTA head to relief effort in Louisiana & Gulf Coast Telluride, CO and Pensacola, FL, August 31, 2005. BIOTA Brands of America, Inc., bottlers of Colorado Pure Rocky Mountain Spring Water in the worlds first biodegradable bottle, and Robert Kerrigan of the law firm of Kerrigan, Estess, Rankin, McLeod & Thompson, LLP of Pensacola, Florida, announced today that they have joined together to deliver almost a quarter of million bottles of Colorado spring water to the hurricane relief

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effort being directed by the American Red Cross and FEMA. 9,774 cases of bottled water donated by BIOTA are leaving its bottling plant in Ouray, Colorado, on their way to the hurricane Katrina relief effort on trucks underwritten by the law firm of Kerrigan, Estess, Rankin, McLeod & Thompson, LLP of Pensacola, Florida. 7 semi-trucks with 22 pallets each are being shipped. This makes a total of 154 pallets, comprised of 9450 cases of half-liter bottles, and 324 cases of 12 oz. bottles, a total of 234,576 bottles, equaling 121,000 gallons of BIOTA donated to the victims of hurricane Katrina. Director of Logistics for the Red Cross operation based in Baton Rouge, Phil Brady, expressed appreciation to BIOTA and Kerrigan, adding that pure water is among the most needed things for helping people displaced by the hurricane. Chairman & Founder of BIOTA, David M. Zutler offered, BIOTA is committed to helping people everywhere. We do it environmentally with the world's first biodegradable, commercially compostable bottle, and directly through product donations on behalf of all of the BIOTA family. Mr. Zutler went on to say, Our brand, BIOTA, came from Blame It On The Altitude since our spring is one of the highest natural springs in the world from a true protected source. But this week it really ought to be Blame It On The Altitude since we are hoping that everyone in our community and country, will reach out and help the hundred of thousands of people in need. Managing Partner, Robert Kerrigan, speaking on behalf of his law firm, said, Being based in Pensacola, we know what it is like to go through a hurricane. We also know one of the things people need most is pure water. Were proud to support the efforts of BIOTA in getting pure bottled water to the people who need it right now. BIOTA Brands of America, Inc. launched their unique plastic bottle made from the 100% renewable resource corn about 10 months ago. This unique bottle is compostable and is approved by the Biodegradable Products Institute. BIOTA is now distributed in many natural food and grocery stores throughout the western states. BIOTA is Changing the World One Bottle at a Time The law firm of Kerrigan, Estess, Rankin, McLeod & Thompson, LLP, maintains a statewide practice concentrated in Northwest Florida that is devoted primarily to matters of personal injury and accidental death

Aug 23, 2005 **- BIOTA Featured at WHCCC**

BIOTA is thrilled to be featured at the White House Conference on Cooperative Conservation. This national assembly is aimed at strengthening conservation partnerships with states, tribes and communities and promoting citizen stewardship. The conference will bring together citizens and decision makers who can advance cooperative conservation by identifying ideas for future conservation and environmental policies and initiatives. The USDA Forest Service, Rocky Mountain Region, will feature BIOTA as part of their Pathfinder Program highlighting the best of Colorado's conservation programs and products that are environmentally PLANet Friendly. For more information on the conference agenda,

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Aug 22, 2005 - Listen to Internet Interview of BIOTA Founder

David Zutler, BIOTA CEO/Founder, was a guest on the Internet Radio Program, Conscious Living on www.voice.voiceamerica.com. The Conscious Living Show features guests that have incredible technology, an idea, a project or an organization that they want the world to hear about and to raise public awareness. It is estimated that the audience is as much as 3.2 million spanning seven countries with an additional 1.3 million audience listening to the archived recordings. To listen to the archived interview go here (loads into Windows Media Player). Check it out!

Aug 16, 2005 - BIOTA in Good Housekeeping Magazine

BIOTA is in Good Housekeeping's September issue. You will find us in The Best of Everything section. The Good Housekeeping Institute tested planet-friendly products and calls BIOTA a Genius in a bottle.



Aug 09, 2005 - BIOTA On Tour

BIOTA is excited to be on tour with the Dave Matthews Band this summer. Please go to the DMB website for tour details at <http://www.davemattewsband.com/index.asp>

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Aug 05, 2005 - Jazz Celebration

BIOTA is proud to be a sponsor of the 29th Annual Telluride Jazz Celebration. Some of the finest contributors to the art of Jazz over several decades will be in town. Ron Carter, John Scofield, Dave Holland, Bill Connors, Dave Mason, Liz Wright is just the start of the lineup. BIOTAs Colorado spring water will be on hand to quench the thirst of all the amazing artists playing for the three day festival.

Jul 27, 2005 - Jack Johnson Tour

BIOTA is pleased to be the water sponsor of the Jack Johnson Tour which begins on August 8 in Houston TX. We are happy to see that Jack Johnson supports BIOTA's Planet Friendly position on sustainability.


Jul 22, 2005 - Sunset Concerts


BIOTA is happy to be the water sponsor of the Mountain Village Sunset Series. Every Wednesday night throughout the summer, locals gather for a free outdoor concert in the Mountain Village. It has been a great social event with picnics, music and incredible sunsets on the San Juan Mountains all the way down valley to the La Sal Mountains, Utah! Everyone wants to make a difference... now you can! Bring along BIOTA when attending all community events. Be a part of the solution.

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Jul 19, 2005

- Cajun Festival

Mountain Village, CO and BIOTA welcomes a new festival to the Telluride area! The 1st annual Cajun Festival was a giant hit with the crowd this past weekend. Great music, crayfish, jambalaya along with a refreshing BIOTA made a winning combination for all who attended. "We are changing the world one bottle at a time".

Jul 17, 2005

- Celebrity Golf Week at Lake Tahoe

BIOTA is present at the 16th annual American Century Championship at Lake Tahoe, South Shore. Some call it the Super Bowl of Celebrity Sports. The tournament includes more than 78 of the biggest sports and entertainment stars who play a U.S.G.A registered handicap of 10 or less. Some celebrities scheduled to compete: Michael Jordan, Donald Trump, Charles Barkley, Johnny Bench, John Elway, Mike Schmidt and Jack Wagner. Its nice to make a difference.

Jul 14, 2005

- "Celebrity of Our Event!"

BIOTA was well received at the Oregon Country Fair! The water was the celebrity of our event said Tony Clementi, Crew Services Coordinator of The Oregon Country Fair. We hosted 41,000 people over three days. In addition Lara Howes, our recycling coordinator, was interviewed on television and by NPR about the revolutionary BIOTA PLA bottles.

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Jul 08, 2005

- BIOTA at The Oregon County Fair

BIOTA is happy to be the water sponsor of the 36th annual Oregon County Fair. This great event takes place in a wooded setting, and for three days of the year it becomes the 4th largest city in Oregon. While trekking through the fair grounds with family and friends, enjoy a refreshing cool BIOTA, the only true Colorado Pure Spring water in distribution. Thank you for making a difference.

Jul 08, 2005

- All Good Festival

BIOTA is excited to be the water sponsor of the All Good Festival (July 15-17, 2005). Visit their website at www.allgoodfestival.com. We are happy the All Good Festival is committed to becoming a Planet Friendly festival. It is BIOTAs goal to help make all festivals Planet Friendly in the near future.

Jul 02, 2005


- Fillmore Jazz Festival


The 20th Fillmore Jazz Festival partners with BIOTA. BIOTA is excited to be a part of the jazz scene on the streets of San Francisco. Fillmore Jazz draws over 90,000 visitors to this two-day celebration. From sun up to sundown, visitors can groove with BIOTA and the sounds of live music from multiple stages throughout the Fillmore district. Remember, when you drink a BIOTA (bottle made from corn) one less bottle made from oil is being consumed.

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Jun 30, 2005

- BIOTA Now in Oregon

BIOTA is now in Oregon! Look for us on the shelves of your favorite market. If you do not see us, please be sure to ask the store manager to carry BIOTA.

Jun 16, 2005

- BIOTA Sponsors Telluride Bluegrass

BIOTA is proud to be a sponsor of the 32nd Bluegrass Festival in Telluride, CO. Three years ago Planet Bluegrass, the festival producer, embarked on a new path to minimize the environmental impact of a huge and very consumptive event. They formed a Greenteam to study various strategies for greening all the festivals the company produces. The result was an onsite recycling and composting program which reduced the trash output by more than 50 percent. BIOTA spring water bottles were composted which significantly diminished trash to our local landfill. BIOTA and Planet Bluegrass hopes their efforts will inspire Festivarians to rethink their own consumption and spread the word of their newfound knowledge to their hometowns. BIOTA is thrilled to be aligned with an organization who is trying to make a difference.

Jun 16, 2005


- BIOTA at the U.S. Open


BIOTA at the U.S. Open!!! BIOTA is the exclusive water at the hotel that is hosting the world's top golf professionals. Watch for us in the hands of your favorite golfer. Let us know who you see drinking BIOTA.

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Jun 12, 2005 - BIOTA and Harmony Festival

BIOTA Spring Water is being sold in the Eco-Village at the Harmony Festival which takes place in Santa Rosa California. The Eco-Village highlights ecological products, eco-savvy businesses, renewable energy and permaculture.

Jun 01, 2005 - BIOTA at the UN World Environment Day

BIOTA was proud to be a part of the UN World Environment Day in San Francisco. This international event sponsored by the United Nations brought together Mayors from around the world. Speakers who enjoyed a delicious drink of BIOTA water included former Vice President Al Gore, Mayor Jerry Brown, Julia Butterfly Hill, Daryl Hannah and Charris Ford. The focus of this 5 day conference was on green cities and committing to a plan for a sustainable urban future.


May 27, 2005 - BIOTA sponsors Telluride Mountain Film Festival


BIOTA was a sponsor of the 27th annual Telluride Mountain Film Festival. In this year's "Moving Mountains Symposium" and in other venues throughout the Festival, noteworthy warriors in the battles for sustainability and survival shared their wisdom and enjoyed BIOTA. The festival was chocked full of programs, special guests, film screenings, readings, and conversations about worlds worth exploring and preserving. Telluride was filled with committed people who take action and spur others to get involved.

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May 13, 2005 - BIOTA is a proud sponsor of the GENESIS AWARDS

The Nineteenth GENESIS AWARDS Television Special! Honoring outstanding individuals in the major media for raising awareness of animal issues. Presented by THE HUMANE SOCIETY of the United States-Hollywood Office. TWO-HOUR SPECIAL! Saturday, May 14 at 5pm & 8 pm (PT) and 8pm &11pm (ET) and Sunday, May 15 at 12 noon (PT)/3 pm (ET)

Apr 22, 2005 - EARTH DAY!

BIOTA wishes everyone a Happy Earth Day! Around the world people are celebrating the Earth and wondering what they can do to make a difference. Here at BIOTA we believe our premium spring water in the world's first compostable plastic bottled made from a 100% renewable resource, corn, is one of the answers. Each of can make a difference in ways large and small - one small way is to buy BIOTA. The world's first water in a biodegradable plastic bottle made from corn.



Apr 08, 2005 - Artist Film Festival

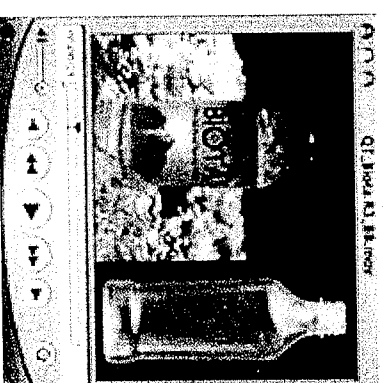
BIOTA is a proud sponsor of the Artist Film Festival beginning April 20 in LA. The diversity of films reflects the mission of creating an artistic, activist arena for global awareness. Please visit the website at www.artistfilm.us

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Apr 01, 2005

- Tree of Life Brings BIOTA to the Southwest

Good news for folks in Texas and surrounding states. We have been accepted by Tree of Life for distribution in their region. Within a few short weeks we'll be listing the new stores in Texas and nearby states where you can buy BIOTA!

Mar 31, 2005

- Welcome Ojai California

We welcome Rainbow Bridge in Ojai, California. They are excited about getting BIOTA on their shelves. We're happy that folks in Ojai will have a place to purchase BIOTA.

Mar 30, 2005


- It's Snowing in BIOTA land


While folks in much of the country are starting to welcome spring here in the southwestern Colorado Rocky Mountains we are getting a heavy spring snow. It is also our last week of the ski season in Telluride. Folks are drinking up the BIOTA!

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Mar 16, 2005

- Location, Location, Location

BIOTA is very pleased to announce new locations where you can purchase our premium spring water. We try to maintain an updated list of store locations on this website under About Us (soon to be Where to Find Us). Whole Foods 8825 Villa La Jolla Dr. La Jolla, CA 92037 Whole Foods 711 University Ave. San Diego, CA 92103 Sprouts 705 E. Vista Way Vista, CA 92084 Erewhon 7660-A Beverly Blvd. Los Angeles, CA 90036 VP Discounts 8001 Beverly Blvd. Los Angeles, CA 90048 Whole Food Sherman Oaks 4520 N. Sepulveda Blvd Sherman Oaks, CA, 91403 Whole Food Beverly Hills 239 N. Crescent Drive Beverly Hills, CA, 90210 Whole Food Westwood 1050 S. Gayley Westwood, CA, 90024 Whole Food Northridge 19340 Rinaldi Street Northridge, CA, 91326


Mar 04, 2005


- Local BIOTA Bottled water packaging gets state hon

Local BIOTA Bottled water packaging gets state honors. Corn-based water bottles are compostable. By Reilly Capps Telluride Daily Planet March 4, 2005 The Colorado House of Representatives honored local David Zutler this week for helping promote environmentally friendly packaging. He stood on the side of the House, with his bottled water distributed to every member of the chamber, while he got a standing ovation Monday. It was really nice, said Zutler. It was a special thing. Everybody liked the water. They thought it was a great combination of a great Colorado product and a sustainable industry. His bottled water company, BIOTA, uses a new kind of plastic made from corn, not petroleum. In normal landfill conditions, the bottles will break down in 75 days. Were building products from a renewable resource: corn, said Zutler. Its starting to catch on. BIOTA was mentioned on MSNBC.com Tuesday as one of the possible solutions to a growing bottled water industry that results in 40 billion bottles a day thrown away. A company named NatureWorks, a division of Cargill Dow, makes the material. They make packaging for all kinds of food, but BIOTA is the first water company

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in the world to use the new corn-based packaging. Zutler points out that, while regular water bottles can be recycled, most aren't. Last year, less than 15 percent of bottled water containers were recycled. This means that billions of water bottles were thrown into landfills last year, bottles which won't degrade for 1,000 years or so. So, biodegradable plastic is the answer, in Zutler's eyes. A time-lapse video on the company's Web site (biotaspringwater.com) shows the bottles decomposing. The bottles won't decay on the shelf, the company says, because it takes a certain amount of heat as well as microorganisms to break down the material. BIOTA, (which is an acronym for Blame It on the Altitude) is the result of an 11-year project Zutler has been working on with his brother, Michael. Things just take longer than you anticipate, said Zutler. If it had been done any sooner we wouldn't have found the new plastic; there are no coincidences, these things happen at a proper time. He stumbled on the possibility of a corn-based plastic when he read a study out of the University of Nebraska. After some Web research, he found NatureWorks. Here's the way the packaging process works: NatureWorks refines the corn to make a resin of little white BBs, which are shipped to a plant in Salt Lake City, where the resin is formed into a bottle shape. These shapes are shipped to the BIOTA factory in Ouray, where the company's molding equipment blows the bottle into shape. The bottles go down a conveyor belt where they're filled with water from a natural spring high above Ouray, then past the labeler, then into boxes, onto a pallet, shrink wrapped, and out the door. They're about to be distributed to 141 King Soopers and City Markets in Colorado, Wyoming and Utah. They're already distributed to health food stores like Whole Foods in Denver, and in specialty stores in California, Texas, Arizona, New Mexico, Washington State and Oregon. Zutler sees it as more than making water. He sees it as making a positive change. The whole purpose here is that we all have an opportunity to make a difference, he said. Every time somebody buys BIOTA vs. another bottled water made of petroleum, they're helping alleviate the problem of non-renewable resource bottles ending up in landfills. I think we're doing something that's gonna change the world as far as plastic is concerned.

Mar 03, 2005

- Plastic Bottles Pile Up

MSNBC.com Plastic bottles pile up as mountains of waste Americans' thirst for portable water is behind drop in recycling rate By Miguel Llanos, Reporter, MSNBC, Updated: 7:18 a.m. ET March 2, 2005 The biggest growth in bottled beverages isn't beer or soft drinks or juices. It's tasteless, colorless water. And while that's good for teeth and waistlines, it irritates Patricia Franklin to no end. The director of a nonprofit group that promotes recycling, she spends her workday thinking about the bottles, cans and other container waste that most Americans take for granted. The boom in plastic water bottles has her especially frazzled because while the recycling rate is extremely low, the demand from recyclers is actually quite high. Franklin, who runs the Container Recycling

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Institute, doesn't blame individuals as much as what she feels is a recycling system that hasn't kept up with consumption patterns especially when it comes to water. Bottled water is the single largest growth area among all beverages, that includes alcohol, juices and soft drinks. Per capita consumption has more than doubled over the last decade, from 10.5 gallons in 1993 to 22.6 in 2003, according to the Beverage Marketing Corporation. The growth has been even more impressive in terms of water bottles sold: from 3.3 billion in 1997 to 15 billion in 2002. But most bottled water is consumed away from home, usually at a park, in an office or even while driving areas where there's usually no recycling. "The opportunities for recycling outside the home are minimal," Franklin says, "and therein lies the problem." Bottles by the numbers Only about 12 percent of "custom" plastic bottles, a category dominated by water, were recycled in 2003, according to industry consultant R.W. Beck, Inc. That's 40 million bottles a day that went into the trash or became litter. In contrast, the recycling rate for plastic soft drink bottles is around 30 percent. The low water bottle recycling rate also impacts the overall recycling rate of all plastic, or PET, products. That's fallen from 53 percent in 1994 to 19 percent in 2003. Plastics should be recycled so that less petroleum a finite commodity is consumed, Franklin says. "The environmental impacts are in the drilling of the oil," she adds, noting that burning fossil fuel also releases gases that many scientists tie to global warming. A second reason for recycling, Franklin says, is the litter factor. While plastic water bottles are not a significant percentage of overall waste, the empties are certainly all around us visually. Thirdly, she says, is the fact that the domestic plastics recycling industry faces a shortage because so much is being exported to China for recycling there. That shortage has also led to fears that some companies will go bankrupt. "There is a means to reclaim these bottles and use them to make new bottles and other products at home," Franklin says, "but they (recyclers) simply can't get enough of the containers to do it." Strategies The Container Recycling Institute thinks a nationwide bottle deposit law would create the incentive to recycle, especially when it comes to plastic bottles, and ease the burden on taxpayers, who pay for cleaning up litter. "A national bottle bill, or producer responsibility bill, could turn it around and shift the costs from government and taxpayers to producers and consumers," Franklin says. States with deposit laws already recycle four out of five bottles, Franklin notes, thanks in part to an army of recyclers from Boy Scout Troops to office cleaning crews that turns one person's trash into their income. Eleven states have bottle bills but they are a patchwork with no two alike, she adds, and only two states, California and Maine, include plastic water bottles in their laws. A national law, she says, should cover new containers that didn't exist 20 years ago, e.g. plastic water bottles, and enforce a dime-per-bottle deposit "as it is in Michigan, where deposit containers are recovered at a rate of 95 percent." But while deposit legislation has had varying degrees of bipartisan support in Congress over the years, it has never become law. Franklin blames opposition from the beverage industry, saying its campaign contributions have given it "incredible political clout in Congress and actually in every state legislature in the country." Beverage industry opposition

That opposition certainly exists, but the beverage industry says it just doesn't make sense to force a deposit law on consumers. "This cost burden placed on businesses is also passed along to consumers levying a 'hidden tax' on both," the American Beverage Association said in an issue statement on the topic. Curbside recycling at homes and businesses, as well as educating consumers, are the best methods for dealing with container waste, the group adds. Tom Kinnaman, an economics professor at Bucknell University in Lewisburg, Penn., believes that while recycling is expensive the debate needs to reflect what he calls the "happiness" value of seeing litter cleaned up. Factor that in and a deposit law can make sense, says Kinnaman, whose research includes household recycling trends. "It turns out recycling also provides utility," he says. "It benefits society because it provides happiness for people in excess of what it costs to provide the happiness." High tech, low tech A Colorado company called Biota says it might have a way around the deposit controversy: a biodegradable bottle. All of Biota's bottled water is made out of the biodegradable plastic, which comes from corn starch in a process developed by the seed company Cargill and Dow Chemical. Biota says that while traditional plastic bottles can take 1,000 years to degrade in a landfill, its bottles can biodegrade within 80 days in a commercial composting operation. Won't the bottles dissolve on store shelves? Biota says they'll only degrade if they've been emptied and placed in composting conditions high heat and humidity as well as microorganisms to eat away. Biota is just getting off the ground, selling to a few health food stores in California, Colorado and Nevada. But it plans to expand, and even sell via the Internet. Franklin sees hope in the biodegradable plastic, but adds that a big, unanswered question is whether mixing those bottles with PET bottles might contaminate the latter in the recycling process, making them useless. "The concern is if we are going to be able to transition to that type of plastic what will be some of the impacts on companies that are trying to recycle PET bottles out there," she says. And what about a low-tech approach of just educating the public to assume more responsibility, taking those plastic bottles home to a recycling bin instead of leaving them in a trash bin at a park? "It's unrealistic to think people are going to do that," Franklin says. "In this culture it just doesn't seem to happen." 2005 MSNBC Interactive URL: <http://www.msnbc.msn.com/id/5279230/?GT1=6305>

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Mar 02, 2005 - Zutler Honored for Sustainable BIOTA

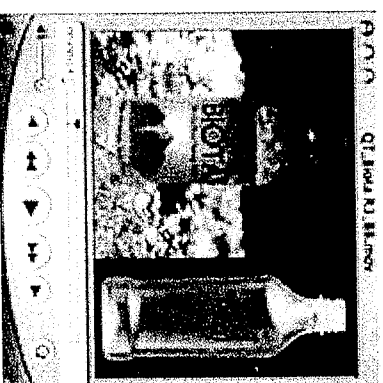
Zutler Honored for Sustainable BIOTA The Telluride Watch Tuesday, March 1-Thursday, March 3, 2005 By Marta Tarbell As members of the Colorado State Legislature opened their BIOTA water bottles Monday, Sen. Ray Rose introduced Tellurides David Zutler to the crowd. Zutler, Rose observed, has created the first sustainable industry in Ouray and San Miguel counties. Zutlers BIOTA bottled water, which debuted at the 2004 Telluride Bluegrass Festival, is just now being placed on the shelves at 141 King Soopers and City Markets throughout Colorado, Utah and Wyoming. And while the water, collected at a protected source about two miles above Ouray, is readily marketable all on its own, coming, as Zutler puts it, from one of the highest protected alpine springs in the world, what makes it thoroughly unique as a bottled beverage is this: BIOTA comes in plastic bottles that are 100 percent biodegradable. With Americans throwing away approximately 30 million petroleum-based plastic water bottles every day (more than 100 billion bottles a year!), the relatively young bottled-water mega-business has brought with it significant environmental hazards. There are these two little companies, Cargill and Dow, Zutler told the Telluride Watch Friday, reached by cell phone in Denver and asked for a brief history of BIOTA, which is available in three sizes -- one liter, one-half liter and a 12.-ounce Stubby bottle. They got together and formed a joint venture, Zutler went on, as Cargill/Dow LLC, and developed the corn-based resin that the bottles are made from. Serendipity, mixed in with tragedy on a global scale, figured in Zutlers hookup with the new product. On Sept. 11, 2001, Zutler was scheduled to meet with the financiers and the manufacturers of the plastic bottle that would hold BIOTA water. We were all ready to use the normal petroleum-based plastic bottles, he recollected. And then, he turned on the television just as the second plane hit the World Trade Center, and knew that now, the BIOTA project would most likely stall. Six months went by as Zutler looked for other sources for funding. Then, in May, 2002, he read a letter to the editor in The Telluride Watch from longtime Telluride resident Jimmy Pettegrew (Pettegrew has since relocated to Florida). He was talking about how all the water bottles are polluting the earth, Zutler

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recollected, a charge that set him thinking. I remembered a University of Nebraska study about making plastic out of corn, and wondered, whatever happened to that? An internet search delivered the answer, within a few hours, Zutler was reading about the Cargill/Dow project where researchers were developing resins for making plastic from corn. The resin, he reported, which looks like little BBs, is molded into what looks like a test tube with threads on top that goes on into an injection, blow-molding machine in our plant in Ouray that makes the bottles. At the biodegradable bottles next stop on the Ouray factory assembly line: They're filled and packaged and out the door. A full-time staff of 14 runs the Ouray BIOTA plant; it is poised, Zutler says, to produce 2.5 million cases of bottled water a year. It is his hope to provide a planet-friendly option to consumers who at present, according to the Container Recycling Institute, throw away more than 89 percent of plastic water bottles every year. BIOTA is the perfect combination of premium spring water and environmental respect, Zutler observed. Serendipity figured in the history of BIOTA once before, more than two decades back, when Zutler and his brother, Michael, settled on the name Blame It on the Altitude for their bar on main street (next-door to Sofios, where BIOTA headquarters still stand). But when he tried out the five-word mouthful of a name, friends pronounced it simply too long. And so, in an inspired moment, Zutler alphabet-souped the name to BIOTA -- unaware, at the time, that biota is actual word in the dictionary, meaning the flora and fauna of a region. And so the water that may some day help preserve flora and fauna throughout the world was welcomed was welcomed to the floor by Sterling, Colo. Representative Diane Hoppe to the floor. With or without its corn-resin container, Hoppe had this to say: We want more of your Western Slope water.

Feb 28, 2005

- BIOTA at the Colorado Legislature

BIOTA is being introduced to all the members of the Colorado House of Representatives today. Our local representative, the Honorable Ray Rose, is introducing BIOTA's founder, David M. Zutler to his fellow lawmakers as a forward-looking entrepreneur with a product that respects the environment. Each representative will get to taste BIOTA and see our unique biodegradable bottle.

Feb 28, 2005

- BIOTA PRIZEWINNER AT WATER COMPETITION

BIOTA's unique PLA bottle, with our beautiful mountain logos won the bronze prize at the 2005 Berkeley Springs Water Tasting/Packaging Competition. See www.berkleysprings.com/water for complete results!

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Feb 25, 2005

- BIOTA at Genesis Awards

BIOTA will be attending the Genesis Awards March 19th in Hollywood. The event is through the Humane Society and it will be a star-studded celebration.

Feb 21, 2005

- Happy President's Day

Telluride is full of folks enjoying fresh snow and a four day weekend. This coming weekend our ski area (and many across the nation) will be celebrating Sustainable Slopes Day this coming Saturday, February 26th. As part of the celebration a case of BIOTA, Colorado Premium spring water will be offered as a prize. We'll also be participating in one of the "passport stations". Skiers and boarders will have 5 or 6 stations to visit. Each has a different aspect of the environment to talk about. The biodegradable plastic station will feature BIOTA as well as other items such as plates/cups, bowls and utensils made from corn and other bio-base materials. Once all the stations have stamped a "passport" other participants are eligible for prizes, including a ski pass for 2005-2006, BIOTA, and lots more.

Feb 08, 2005

- Tips from the Natural Resources Defense Council

These items come from This Green Life - the monthly newsletter of the NRDC. Check them out at thistgreenlife@nrdcaction.org. SIX WAYS TO REDUCE YOUR CONTRIBUTION TO GLOBAL WARMING 1) Next time you buy a car, make it an efficient one that gets good mileage. Best choice: a hybrid. 2) Buy energy-efficient appliances. Look for the Energy Star label, which guarantees efficiency. 3) Weatherize your home. Getting rid of leaks in the seal on your home reduces

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both your heating and air conditioning needs. 4) Replace your incandescent bulbs with compact fluorescents. 5) Buy electricity made from renewable sources. Some states allow you to choose your electricity supplier. If yours does, pick a supplier that generates at least half its power from wind, solar energy or other clean sources. If not, purchase clean energy certificates, which pay for renewable energy elsewhere in the country. 6) Rethink the way you live -- just a little bit. Maybe you could... - put on a sweater instead of turning up the heat - use a fan instead of air conditioning - take the bus or train to work instead of your car - bike or walk to nearby destinations - unplug your chargers (for cellphones, laptops, mp3 players, etc.) when not in use.

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Feb 01, 2005

- BIOTA Spreads Across the Land

We are very excited to be expanding our distribution network. We are now (or will be very soon) available in Texas, Arizona, Northern California, Oregon, Washington, Nevada, New Mexico, Utah and Wyoming in addition to Colorado and Southern California. If you live in these areas and can't find BIOTA, please ask your favorite store to carry it. The more folks who ask for us by name, the sooner you can enjoy our refreshing, premium Rocky Mountain Spring Water, in the world's first biodegradable plastic bottle.

Jan 20, 2005

- BIOTA is the buzz!

BIOTA and our innovative PLA plastic bottle are all the buzz with the release of the latest Packaging World magazine. We are getting tremendous response from around the world. Packaging World is a trade magazine, not available on the newstands so we hope you will spread the www.packworld.com link to anyone you know that would appreciate our premium bottled spring water in the world's first biodegradable bottle. If you are interested in having our snowy mountain scene as computer wallpaper, please drop us an email and let us know. You may not be in the Rocky Mountains, but you can feel like you're right here as you gaze at your screen.


Jan 13, 2005


- BIOTA is cover story for Packaging World

BIOTA's innovative packaging is the cover story in the latest issue of Packaging World magazine. Follow this link to see the great cover shot and read the story by Rick Lingle <http://www.Packworld.com>. Positive feedback is pouring in and we

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thank you and all those involved with the Packaging World press for helping to spread the word and make a difference.

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Jan 05, 2005

- BIOTA Official Water on War of the Worlds set

BIOTA Colorado Premium Spring Water is the office water on the set of War of the Worlds which just started shooting this week. This new take on the classic by H.G. Wells is being produced by Kathleen Kennedy and Colin Wilson, directed by Steven Spielberg and stars Tom Cruise. We applaud their efforts to be Planet Friendly on the set by drinking BIOTAI

Dec 31, 2004

- Happy New Year from BIOTA

Happy New Year to all! Our hearts go out to the millions suffering after the tsunami in southeast Asia. We are working with the International Bottled Water Association to see where BIOTA can lend a hand. Here in Southwestern Colorado we're enjoying the holiday season. Both Aspen and Telluride have their share of celebrities, dignitaries, extended families and visitors from all over the world in town. Many of these have been seen drinking BIOTA. Attendees at the Aspen FilmFest had BIOTA on hand and local stores in Telluride, Ridgway and Ouray, Colorado are working hard to keep up with the demand for our Colorado Premium Spring Water in the world's first biodegradable plastic bottle. Cheers from BIOTA with a sincere wish to all for a peaceful, prosperous New Year.



Dec 31, 2004

- Innovative BIOTA in Beverage Industry

The December issue of Beverage Industry magazine lauds BIOTA as one of the best packaging innovations of 2004. The article by Sarah Theodore outlines the different sized bottles and our biodegradability as well as different aspects of

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using PLA for packaging. The word is getting out!

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Dec 27, 2004

- BIOTA retailer list keeps growing

Folks on the front range of Colorado now have two new stores where they can purchase BIOTA, Colorado's only premium spring water, and the first in a biodegradable plastic bottle. Check out these new locations: Tejon St. Market 321 N. Tejon St. Colorado Springs, CO 80903 719-636-0017 Sunflower Market - FTC 2601 S. Lemay Ave. Ft. Collins, CO 80525 970-282-8003

Dec 20, 2004

- Thirsty? BIOTA's 1 liter now available

BIOTA is happy to announce that our 1 liter bottle is now available. Our premium spring water is on more and more shelves in Colorado and California. The Tejon Street Market in Colorado Springs is on board. In Telluride, Colorado BIOTA can be found in Clark's Market, Village Market, ReStore Our World, Cindy Bread and more. Can't beat a thirst-quenching BIOTA while skiing under Colorado blue skies!


Dec 14, 2004


- Packaging Word Article on BIOTA

PLA makes splash in bottled water Dec 10, 2004 Packaging World Rick Lingle, Technical Editor Derived from corn, the bottles are the first in the world to be commercially compostable wherein they will disintegrate in 80 days, claims BIOTA. BIOTA water is the perfect combination of Colorado premium spring water and environmental respect, says David Zutler, BIOTAs founder and chief executive officer. Our Planet-Friendly packaging clearly positions BIOTA to stand out as the best choice among bottled waters worldwide. The water was launched in two custom designs, a 1-L and 12-oz Stubby (shown). A 1-L size should be

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available by years end, Zutler says. The product debuted at Boulder, CO-based Wild Oats Natural Marketplace stores throughout Colorado and in southern California, with further rollout ongoing. Wild Oats sells salads in containers with lids, both made of PLA (see packworld.com/go/c119). The water is sourced locally high in the mountains and is piped to and bottled at BIOTAs new plant in Ouray, CO (see www.packworld.com/go/w135). BIOTA receives PLA preforms injection-molded by its sister company, Planet Friendly Products in Salt Lake City, through a joint-venture agreement, then stretch-blow molds its own bottles. The bottles pressure-sensitive front, back, and neck labels not only offer an attractive no-label look, they are compostable. The front and back body labels are made of 1.6-mil biaxially oriented PLA that is flexo-printed in at least eight colors. The neck label is made of paper. Zutler handled the package design himself. Zutler sees BIOTA as trend setting rather than as a niche product. BIOTA is for active people and general consumers who want a quality spring water, he says. Molded with thicker-than-usual walls, the bottles weigh approximately 25% more than PET bottles. Thats done because Zutler wanted substantial bottles to underscore the products premium quality. Our bottles dont crinkle like PET bottles can, he points out. The water vapor transmission rate in BIOTA bottles are higher than for PET, but that relates to evaporation under extremely hot conditions rather than to bottled water quality, Zutler says. During filling, a laser-etched date code is applied. He does say that the molding processes are not as energy-intensive as for PET since lower temperatures are used. The environmentally conscious Zutler hopes to sell PLA preforms and molding technology to other bottle manufacturers through Planet Friendly Products.

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Dec 13, 2004 **- BIOTA's distribution network grows**

It is getting easier to find BIOTA in the western states. We are now onboard with several new distributors. This is important information for stores, restaurants and businesses looking for BIOTA. When you ask for BIOTA let your favorite spot know that they can contact the distributors listed below. Liquor license holders: Southern Wine & Spirits Grocery and natural food stores: UNFI-Rainbow Distributing and Mountain People's Warehouse and in western Colorado - Red Hat Foods.

Dec 06, 2004 **- Great ways to recycle through earthshare.org**


Recycle Toner Cartridges Through GreenFund Network GreenFund Network will donate \$0.05 to Earth Share for each and every printer cartridge recycled through their cartridge recycling network - plus, you can earn money for your own organization OR choose Earth Share as the beneficiary charity! You can sign up online today. Recycle Toner Cartridges Through GreenFund Network GreenFund Network will donate \$0.05 to Earth Share for each and every printer cartridge recycled through their cartridge recycling network - plus, you can earn money for your own organization OR choose Earth Share as the beneficiary charity! You can sign up online today. www.earthshare.org


Dec 06, 2004 **- LA Business Journal Notices BIOTA**

LA BUSINESS JOURNALS: LA STORIES COLUMN Bottled Up Biota Brands of America Inc. has chosen Southern California as the first area outside Colorado to launch its line of spring water in biodegradable plastic bottles. The Telluride,

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Colo.-based company waited several years for the biodegradable plastic to be developed. Chief Executive David Zutler eventually came across Cargill Dow LLC of Minnetonka, Minn., that had created clear bottles made of corn. The bottles dissolve within 80 days when placed in a heated composting bin. Biota is available in a handful of Wild Oats stores in L.A. and Orange counties, with plans for immediate expansion throughout the chain and in other regional stores. Its a health-conscious atmosphere and its warm there all year long, said Zutler, explaining why he launched his product in L.A. Its easier to sell water when its 70 degrees than 7 below zero. David Greenberg

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Dec 01, 2004 - News is Spreading


Check out portions of this story in Packaging Insight that highlights our unique bottle. Trend toward sustainable packaging Prepare for an ever-increasing amount of biodegradable products and packaging, including water and--very soon--milk in blow-molded bottles made of polylactide, or PLA, a polymer made from corn. Rick Lingle, Technical Editor My fellow editors and I werent the only ones scratching our heads over the fact that water could be filled and sold in biodegradable bottles. For one thing, the bottles from BIOTA Brands of Americastretch-blow-molded from preforms injection-molded of NatureWorks[tm] polylactide (PLA) from Cargill-Dowwere as clear and substantial as their PET counterparts. In fact, they are even more substantial. BIOTA founder David Zutler wanted the bottles to have a premium feel, so he had them made 25% heavier than PET bottles. Zutler says PET bottles are so thin-walled they crinkle. BIOTA debuted in October in limited rollout in Wild Oats stores in CO and CA. Needless to say, the biodegradablemore precisely, commercially compostablebottles that created a splash with us are also doing the same elsewhere. Even Steve Mojo, executive director of the New York City-based Biodegradable Products Institute, seems to have been caught off-guard by the BIOTA introduction. I wasnt aware that NatureWorks PLA could be used in these kinds of applications. I said during a mid-November interview with Packaging Insights. Sounds as if Zutler has helped guide a technical breakthrough. BIOTAs bottle is the beginning of a trend to greater use of compostable packaging, packaging that biodegrades quickly and safely in a commercial composting facility. Its a step forward for biodegradable packaging. The BIOTA bottles are the first water bottles approved by the BPI, and carry the BPIs designation. They meet ASTM 6400 specifications that defines the bottles biodegradability in a commercial composting facility. Obtaining BPIs approval is a critical part of our marketing efforts, says Zutler. : Cargill Dow LLC www.cargilldow.com Phone: 952-984-3306


Institute www.bpiworld.org Phone: 888/274-5646

Biodegradable Products
Planet Friendly Products

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www.planetfriendly.com Phone: 970/728-1304

Nov 29, 2004

- Environmental News

From Earth News Network: The average American produces more than 1,000 pounds of trash a year. Here in the United States, we produce 70% of the world's solid waste. Much of the waste we dispose of could be recycled, saving energy, land and natural resources. For example, one ton of paper from recycled pulp saves 17 trees, 3 cubic yards of landfill space, 7,000 gallons of water, 4,200 kilowatt hours (enough to heat your home for half year), 390 gallons of oil, and prevents 60 pounds of air pollutants. Learn more about recycling and its benefits on ENN's recycling channel.

Nov 29, 2004

- BIOTA in Vitamin Cottage

Vitamin Cottages throughout Colorado and New Mexico are making a difference. Management has mandated that BIOTA be on their shelves. Our Planet Friendly bottle and great tasting Colorado Premium Spring Water are a hit with environmentally conscious consumers. If you shop at any of these Vitamin Cottages, please be sure to thank them for carrying BIOTA!

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Nov 24, 2004

- Happy Thanksgiving!

Holiday season is upon us. It's a great time for a BIOTA! We're working hard to get BIOTA on shelves near you. Happy Thanksgiving to all.

Nov 22, 2004

- BIOTA Available in Colorado Vitamin Cottages

Great news! You can now find BIOTA in Vitamin Cottages on the front range of Colorado. Our Colorado Premium Spring Water in our unique corn-based plastic is proving to be a great hit. If you want to have BIOTA in your favorite local store - ASK! See the store manager and have your friends and family members ask too. Store managers want to know of new products that you WANT, so feel free to give them our contact information or direct them to this website. This is part of how we can all make a difference.

Nov 17, 2004


- BIOTA environmental tip of the week


According to energystar.gov, if every household in the U.S. replaced one light bulb with an ENERGY STAR qualified compact fluorescent light bulb (CFL), which use 66% less energy than a standard incandescent bulb and last up to 10 times longer, it would prevent enough pollution to equal removing one million cars from the road. CFLs provide high-quality light, smart technology, and design, requiring less while lasting longer than typical incandescent bulbs. Replacing a 100-watt incandescent with a 32-watt CFL can save you at least \$30 in energy costs over the life of the bulb.

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Nov 12, 2004

- Biodegradable Products Institute Press Release

BIOTA Spring Waters Bottle Marks the First Water Bottle Approved by the Biodegradable Products Institute BIOTA is the first premium spring water use a to be sold in a compostable bottle-one approved by the Biodegradable Products Institute. Also, it is the first premium spring water packaged in a bottle derived entirely from corn, a renewable resource. New York, NY (PRWEB) November 12, 2004 -- Today, the Biodegradable Products Institute (BPI) announced its approval of the bottle used for BIOTAs premium spring water. The BPIs certification demonstrates that BIOTAs bottle meets the specifications in ASTM D6400 and will biodegrade swiftly and safely during municipal or commercial composting. BIOTAs new bottle is the first approved by the BPI as well as the first to be derived entirely from corn, a renewable resource. BIOTA water is the perfect combination of premium spring water and environmental respect, says David M. Zutler, CEO of BIOTA Brands of America, Inc. Obtaining BPIs approval is a critical part of our marketing efforts, says Zutler. The BPI certification is only granted to products that meet ASTM D6400 Specifications for Compostable Plastics based testing in approved, independent laboratories. Compostable plastics are gaining popularity as interest in food scrap diversion continues to grow. Residential and commercial food scrap programs are in place from San Francisco, CA to Prince Edward Island, Canada. By replacing ordinary plastic items with PLA compostable plastics, these communities are able to divert and compost large parts of the waste stream, while helping composters reduce processing, separation and disposal costs. BIOTAs new bottles are the first to be approved by BPI and continue to expand the array foodservice items that are certified, notes Steve Mojo, BPI Executive Director he adds. As the BPI list grows, it will be easier to implement diversion programs, especially for sporting events and festivals, he added. The complete list of approved products can be found at www.bpiworld.org. BIOTA is bottled in a new multi-million dollar, state-of-the-art plant in Ouray, Colorado, where local residents package, label and ship supplies of BIOTA. This water is pristine, pure and untouched. It is protected deep within the mountain and is captured at the source, flowing directly to our bottling facility, said Zutler. The natural spring

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water comes from a hidden source more than 9,000 feet above sea level, making it one of the highest protected alpine springs in the world. BIOTA Brands of America Inc. has its corporate headquarters in Telluride, CO. The company was formed to bring pristine Colorado Rocky Mountain spring water to market while respecting the local and global environment. BIOTA is available at this time in two consumer-friendly sizes liter and a smaller 12 ounce Stubby bottle, and a 1 liter thirst quencher. BPI is a multi-stakeholder group, involving people and organizations that produce, use or recover biodegradable plastic products. It promotes the growth of biodegradable plastics through education, use of scientifically-based standards and cooperative efforts with organizations in Europe and Asia. ##

Nov 11, 2004

- BIOTA Celebrates in Los Angeles

Today we're celebrating our success with a star-studded party at The Lounge @ Astra. Check back soon for pics from the party, and keep an eye out for some familiar faces drinking Colorado's own BIOTA Premium Spring Water.

Nov 09, 2004

- BIOTA Launches in Los Angeles

11/9 -- BIOTA launches in today Southern California! This is a big day for BIOTA, and the launch will include a media tour as well as an educational event with the elementary and junior high students at Pilgrim Lutheran School in Santa Monica. Watch for our photo op with David Zutler and one of the country's most environmentally friendly celebs!

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Nov 08, 2004

- Packaging world takes notice

This item is from Packaging Management Update. Compostable bottle holds BIOTA water BIOTA premium spring water from BIOTA Brands of America, Inc., Telluride, CO, comes in world's first degradable, compostable bottle. Bottle made of corn-based Natureworks PLA (polylactide) resin from Cargill Dow, Minnetonka, MN, disappears in 80 days in commercial composting environment. Water, which is bottled near its source in Ouray, CO, currently sells at few natural food stores, gourmet supermarkets in Colorado, Nevada in 12-ounce, half-litre, litre sizes, launches 9 November in Los Angeles, CA.
<http://www.packexpo.com/html/news/DailyHeadlines.shtml>

Nov 04, 2004

- BIOTA heads to Los Angeles

BIOTA founder, David Zutler, heads to Los Angeles for the nationwide media debut of BIOTA Colorado Premium Spring Water. TV, radio and print interviews will help spread the word about BIOTA as it hits the shelves in California Wild Oats stores. We'll be updating this site as activities occur.

Nov 04, 2004


- PET Recycling numbers down


Even though many of us are trying hard to increase the amount we recycle, Packaging Management Update recently noted that PET plastic recycling is down to 19.6%. BIOTA is committed to reducing the environmental impact of bottled water with its Planet Friendly, PLA bottle.

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Nov 01, 2004 - BIOTA Makes a Splash in Colorado Stores



The end of October marked the beginning of BIOTA in Colorado Wild Oat stores. TV, radio and newsprint all featured BIOTA's exciting new commercially compostable plastic bottle and Colorado Premium Spring Water. Both were a hit! Newspaper stories ran in the Denver Post, Boulder Daily Camera, Grand Junction Sentinel, Colorado Springs Gazette and more. TV news clips were picked up, so the news is spreading. If you are lucky enough to have a Colorado Wild Oats near you - get your BIOTA now. You'll have a piece of history.

Oct 26, 2004 - BIOTA in the Denver Post

The Denver Post The genius in a bottle An Ouray man nixes petroleum for a biodegradable alternative that holds water and promise. By Jason Blevins Denver Post Staff Writer Tuesday, October 26, 2004 - In a world battling over dwindling supplies of petroleum and water, David Zutler reckons he has found the perfect product. In the southwestern Colorado city of Ouray, Zutler bottles spring water in special corn-based bottles that disappear after three months in a landfill, or more quickly through incineration or recycling. His Biota water-bottling plant hopes to employ 115 workers in five years, which would make it the biggest employer in Ouray since the mining days. The landfill decomposition compares with the roughly 700-year decomposition required for petroleum-based bottles. The water, bottled from a large spring wedged beneath 13,000-foot peaks, arrives on shelves of local Wild Oats stores today. Biota, an acronym for Blame It On The Altitude, is a late entry in the water business. At least 60 types are sold in the U.S. alone. But Zutler, 53, said the niche for Biota is more than just Colorado water. "This is for the planet-friendly buyer," he said. "The message we are trying to get across to the world is that when you buy Biota, you are buying a planet-friendly product." Zutler and his brother, Michael, have embarked on many entrepreneurial ventures. In the late '70s, they started a home-security company

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in Aspen. Then, after a stint providing personal security to Hollywood types, they built a real-estate firm in Telluride just as the Mountain Village community and an airport opened. David Zutler saw international potential for a bottle of Colorado water a decade ago. So began his search for a spring. Eight years ago, he found what he calls a "true protected source" - a basin that has not seen daylight or any outside influence from things such as agriculture or mining. He has trademarked the phrase "The protected source." The spring, which pumps 2,000 gallons of 38-degree water a minute, belongs to Ouray. Zutler has a long-term lease and has built a pipeline to a bottling plant. For the city of 850, the plant is a big deal. Renowned for its ice-climbing on frozen waterfalls above town, Ouray sees Zutler's Biota as both a promotional tool and an economic engine. "Tourism is our big thing here, and to have something that promotes the town is huge for us," said Patrick Rondinelli, city administrator. U.S. Sen. Wayne Allard of Colorado lent his support to Zutler in getting a loan guarantee from the U.S. Department of Agriculture. The Republican senator's interest is helping smaller communities in rural areas of Colorado achieve some form of economic diversity as they move beyond mining and ranching, said Derek Wagner, the senator's Western Slope director. Larger companies will be watching Biota and its corn-made bottle, said Matt Hirschland, spokesman for Business for Social Responsibility, a San Francisco consulting firm that helps companies address environmental and labor issues. "He (Zutler) is one of the first to use this type of packing," Hirschland said. "This is an area where there is tremendous upside for companies. It makes good business sense." When Zutler originally pondered a biodegradable bottle, the cost was high. Now, with oil above \$50 a barrel, the cost of using corn is roughly even with petroleum-based bottles. That pleases his investors, who Zutler said hail from the corporate world as well as professional sports and the entertainment business. Zutler has an agreement with Cargill Dow LLC, which makes the corn-based plastic, called NatureWorks PLA, at its plant in Blair, Neb. Zutler said the bottles have drawn interest from mountaineers who lug thousands of discarded water bottles off popular mountains. The corn-based bottles not only decompose quickly, but they burn clean and can be a fuel source. Staff writer Jason Blevins can be reached at 303-820-1374 or jblevins@denverpost.com.

Oct 25, 2004 - BIOTA Makes News!

Keep your eyes peeled, Colorado, because BIOTA is coming. If you're a morning news junkie, tune in to see BIOTA founder David Zutler interviewed LIVE on CBS 4 Denver on Tuesday, Oct. 26 at 6:45 a.m. Also, don't forget to buy Tuesdays edition of The Denver Post Check back tomorrow for more details.

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Oct 15, 2004

- Wall Street Journal Advises - Corn!

Check out the Wall Street Journal's Tuesday, October 12th Business Section. An excellent article on alternative plastics and NatureWorks PLA. They note with oil prices over \$50 per barrel economic forces will "stoke demand" for this revolutionary new plastic. This is what BIOTA bottles are made of. The world is beginning to take notice!

Oct 04, 2004

- BIOTA Makes a Splash at BevExpo

BIOTA Colorado Premium Spring Water was officially introduced to the bottled water industry at the International Bottled Water Association's BevExpo 2004 in Tampa, Florida at the end of September. Response to the water and our unique Planet Friendly bottle made from corn was overwhelmingly positive. Attendees loved the beautiful bottle design and the crisp, clean taste. The bottled water industry is eager to embrace the new compostable PLAnet Friendly bottles. BIOTA definitely made a splash!


Sep 20, 2004


- BIOTA Sponsors Telluride Blues & Brews Festival

Water was flowing at the 11th annual Telluride Blues & Brews Festival. We had sun, clouds, rain and rainbows. Festival attendees enjoyed sampling over 100 different beers while listening to amazing musical talent, but it was the water that made the biggest impression. BIOTA was the official water of the 11th annual Telluride Blues & Brews Festival. Blues favorites, B.B. King, the Neville Brothers, Elvin Bishop, Dr. John, Hazel Miller and many others were seen enjoying refreshing BIOTA in our compostable PLAnet Friendly bottles. The buzz around

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the festival was all about the "PLANet Friendly" nature of the festival. BIOTA's Kris Holstrom, headed the PLANet Friendly team and worked in conjunction with Blues & Brews organizers to amp up the recycling scene. Volunteer crews staffed eight different recycling stations. Each station had bins for empty BIOTA bottles, "regular" recycle bins for plastic, aluminum and glass, compost bins for paper products, food wastes and biodegradable utensils and cups, and of course, "regular trash". Festival organizer, Steve Gumble and crew are committed to a PLANet Friendly approach to the festival. All vendors were required to use either biodegradable or compostable plates, cups, bowls, utensils - even straws. As the festival began the eighth graders from Telluride Middle School turned educators as they created posters describing compostable plastic and BIOTA. They circulated through the growing crowd encouraging festival attendees to use these new PLA products and learn more about them. Volunteers staffing the recycling stations all found it an incredible positive experience. "It's a real learning experience for lots of people," said one volunteer. "I had so many people come by and thank ME for doing this job. It was so much fun to help out the festival and do something good for the planet." BIOTA will continue to be a sponsor for music festivals throughout the country next year, spreadin the PLANet Friendly message. Watch for news and links to these events throughout the year.

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Sep 06, 2004 - New BIOTA website launched!

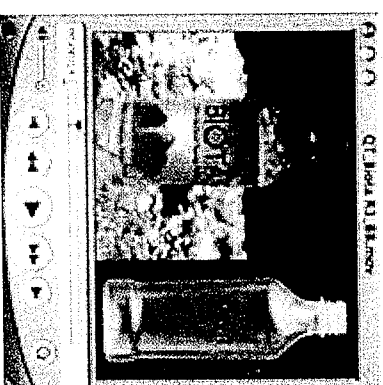
We have launched our new site for BIOTA Brands of America. Enjoy news item archives, information on the water, bottle and it's source. Also, media like video clips and soon audio from commercials we are producing. For press we can give you password access to find documents to download on the BIOTA Brand and plans for the future. Thanks for the visit and enjoy!

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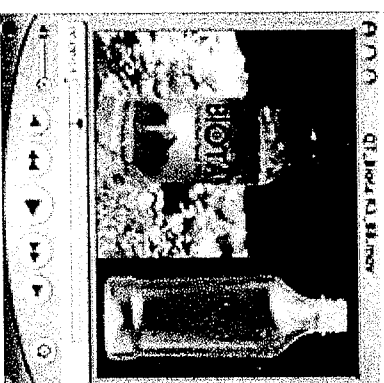
BIOTA Brands of America, Inc
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Email to: BIOTAInfo@gmail.com

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Forbes - Search for Plastic Fantastic

Genesis Awards - BIOTA is a sponsor

Inconvenient Truth-Climate Crisis

Initiative for Renewable Energy and Environment

International Bottled Water Association

Jack Johnson Tour - Enjoys BIOTA

Miami Herald - Fantastic plastic made from corn...

NatureWorks PLA - learn about corn based plastic

NBC6.net- Publix Introduces Biodegradable Bottle..

Ouray, Colorado - our home base

Packaging World Magazine

Planet BlueGrass

Planet Friendly Products - under construction

Solar Decathalon - University of Colorado team

Vitamin Cottage

War of the Worlds - BIOTA is on the set

Whole Foods Market

Wild Oats Natural Marketplace

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Source

What does the BIOTA acronym mean?

BIOTA is the acronym for: "Blame It On The Altitude"™ BIOTA Rocky Mountain Spring water comes from one of the highest natural alpine springs in the world, high above Ouray, Colorado. Everything and anything people do in the mountains often gets 'blamed on the altitude'. Why is our water so good? We simply "Blame It On The Altitude!"™ As luck would have it, our name is more than just a product title: The American Heritage Dictionary of the English Language defines "BIOTA" as "the combined flora and fauna of a region." Ancient Greeks used the term "BIOTA" to mean a "way of life."

Does BIOTA really come from one of the highest springs in the world?



Yes. Snowmelt water is filtered through 13,000-foot peaks, emerging from its source 9,010 feet above sea level. We believe this spring, now in commercial use, is one of the highest and purest alpine springs in the world.

What is a protected source?

BIOTA's source literally never sees the light of day. Buried beneath rock formations located above Ouray, Colorado at an altitude of 9,010 feet, the underground spring is protected from the elements and human contact. The water flows directly from these formations, through BIOTA's collection system directly to our bottling plant in Ouray. Simply stated, The Protected Source™ guarantees that there is no chance of any type of contaminations from outside influences such as agriculture, mining, etc. Many bottled waters are packaged hundreds of miles from their "source."

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Composition

BIOTA's "WATER 101: Know Your Bottled Water Facts"

What are the different types of bottled water?

Savvy consumers know all bottled waters are not the same. Different sources, bottling techniques and other issues define how the label on the water appears to consumers. The U.S. Food and Drug Administration in 1996 established a "Standard of Identity" to define different types of bottled water, based on specific characteristics. These types include:

Spring Water: Spring Water flows from an underground formation and naturally emerges to the earth's surface. To be classified as Spring Water, the water must be collected only at the spring or through a borehole tapping the underground formation. BIOTA fits into this class of bottled water.

Purified Water: Also can be labeled as "Distilled Water." This category of water has been produced by distillation, deionization, or reverse osmosis purification methods to meet the U.S. definition of purified water.

Mineral Water: Mineral water is defined as bottled water containing no fewer than 250 parts per million total dissolved solids. Mineral waters contain a constant level and proportion on mineral and trace elements at the point of emergence from the source. Bottlers may not supplement this water with minerals.



Artesian Water: Also labeled as Artesian Well Water. This name was derived from the French word, which describes water wells in the region of Artois, France. These wells are created when natural pressure from the earth's formations pushes water from a confined underground layer of rock or sand with enough pressure to force the water to flow to the earth's surface.

Well Water: Bottled water from a hole bored or drilled into the ground, which taps into water trapped in aquifers beneath layers of earth below.

What is an aquifer?

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An aquifer is an underground rock formation that holds water. "Confined" aquifers are under pressure, and when the formation is tapped, the water will flow to the surface. An "unconfined" aquifer's water surface is at atmospheric pressure, and is able to rise and fall.

BIOTA BOTTLED WATER QUALITY REPORT

Our bottled water meets all federal and state health standards. FDA regulates bottled water as a food product whereas EPA regulates tap water as provided by water utilities. Standards of quality enacted by the FDA for bottled water must be as protective of the public health as EPA's standards (known as Maximum Contaminant Levels) for tap water. Ensuring the safety of the water is our primary objective in providing our product to the consumer.

OUR SOURCE FOR OUR WATER

BIOTA Brands of America, Inc. uses a protected natural spring as the source of our water. This spring brings water to the surface from aquifers below the surface. The water in these aquifers begins as rain and snow high up in the mountains, and it remains underground until nature brings it to the surface. Layers of solid rock and clay provide an impervious (not-passable) protective cover for the aquifer water. This source water is completely safe to drink. We test our source regularly to verify that the quality remains extremely high.

HOW BOTTLED WATER IS PREPARED

Our Premium Spring water is protected by a multi-barrier approach that includes source protection and monitoring, micron filtration, ozonation and the application of ultraviolet light. Our natural spring water comes from a protected source which is monitored frequently and contains less than 0.5 milligrams of sodium per 8 ounce serving. It is filtered through micron filtration to screen out any natural particulates.

All of our bottled water products are ozonated. We use ozone instead of chlorine because it leaves no residue, and it does not leave any taste or odor. Ozone is oxygen (O₃ to be exact) which is bubbled through the water just before it goes into a clean, sanitized bottle. Within a few hours after the bottle has been filled and capped, the ozone dissipates or converts back to the same form of oxygen that we breathe (O₂).

BIOTA SPECIFIC MINERAL ANALYSIS

2006 Annual Water Analysis Report

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Bicarbonate: 63 mg/L
Calcium: 91 mg/L
Fluoride: 0.4 mg/L
Magnesium: 4.0 mg/L
Nitrate: .26 mg/L
Sodium: 4.0 mg/L
Sulfate: 170 mg/L
Total Dissolved Solids: 320 mg/L

Alkalinity: 63 mg/L
Conductivity: 480microS/cm
pH: 7.1SU

Note: Due to the nature of natural spring water, there can be a deviation in the amount of mineral content rather than a fixed number. Our protected source meets or exceeds all regulatory standards.

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Click here to find out how much water you should be drinking.

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