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DREAM DINNERS® LOCATIONS NATIONWIDE TO SERVE ATHENA® WATER

***PARTNERSHIP BEGINS FOR BREAST CANCER AWARENESS MONTH,
DRIVES NATIONAL DISTRIBUTION FOR BOTTLED WATER THAT DONATES
100% OF PROFITS TO FIND A CURE***

SEATTLE, WA (October 4, 2006) – In support of National Breast Cancer Awareness Month, Dream Dinners®, the meal-assembly industry originator, announces a partnership with Athena Partners®, the company that devotes 100 percent of profits from Athena® bottled water to support women’s cancer research. Beginning in October, participating Dream Dinners locations will serve Athena bottled water for guests to drink while they visit stores to assemble meals.

The partnership comes as part of Dream Dinners’ commitment to enrich the lives of families and the communities they serve, and significantly for Athena, propels the bottled water to national distribution. This marks the first time that Athena water, which has sold more than 15 million bottles of water in just three years, is available to consumers beyond the West Coast.

“We welcome the opportunity to partner with Athena water to help find a cure for women’s cancers,” said Stephanie Allen, co-founder of Dream Dinners. “Dream Dinners and Athena share socially responsible corporate visions and a commitment to making a difference. By offering Athena water in our stores, we wish to send a message of healing and hope, while supporting the search for a cure.”

Athena’s 15 millionth bottle milestone came on the heels of finalizing a nationwide distribution agreement with Sysco Corporation. Through Sysco, North America’s leading foodservice marketer and distributor, Athena water will be distributed to 192 Dream Dinners locations in 30 states.

“We are very excited to join together with Dream Dinners, a company with heart,” said Athena Partners founder and CEO Trish May, a breast cancer survivor. “Our partnership enables us to now reach people all across the country who want to

make a difference every day in the fight against women's cancers, a disease that touches so many of us."

More information on Athena Partners and Athena water is found at www.athenapartners.org. For a complete list of Dream Dinners locations, please visit www.dreamdinners.com.

About Dream Dinners

Incorporated in April 2002, Dream Dinners®, Inc. is recognized as the originator of the innovative and convenient dinner assembly stores, a fast-growing category in the \$170 billion home meal-replacement industry. Dream Dinners is transforming the dinner hour by making it easier for families to share healthy, home-cooked meals together.

About Athena Partners

Athena Partners®, a not-for-profit corporation, is dedicated to advancing research and education to eliminate breast and gynecological cancers. A full 100 percent of the net profits from the sale of Athena® bottled water are devoted to innovative research to find a cure. Athena bottled water is available through grocery stores, cafés and other locations. Athena Partners' Web site, www.athenapartners.org, provides a comprehensive directory to leading cancer information and resources about women's cancers.

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