

For Immediate Release



TACO DEL MAR JOINS ATHENA PARTNERS FOR A SPLASH KICKOFF TO SUMMER AND SHARED CAUSE

MEXICAN QUICK CASUAL LEADER GIVES AWAY ATHENA WATER ON JUNE 21

(SEATTLE) —June 18, 2007 — It's no secret that water is a key to good health, but in the case of Seattle-based Athena Partners' purified bottled water, it can actually help save lives by funding the women's cancer cause. To that end, Taco Del Mar locations have formed a partnership to carry Athena water in the restaurants. Taco Del Mar will kick off the partnership on the official first day of summer, June 21, by giving away a bottle of Athena water with an entrée purchase to each Washington and Oregon customer all day long.

"We're delighted to carry Athena water, since its benefits go well beyond health: 100 percent of the profits are devoted to funding innovative research for breast and gynecological cancers," James Schmidt said, Taco Del Mar co-founder and chief executive officer. "People who come to Taco Del Mar for our wholesome food can now also enjoy the opportunity to make an important difference for the cause by drinking Athena water; it's just a win-win."

Athena water is available in approximately 100 Taco Del Mar Northwest locations including Oregon and Washington. This partnership marks the first widespread restaurant chain distribution for Athena Partners, which was founded by breast cancer survivor Trish May in order to use a business enterprise to raise funds to make progress in the cancer cause.

"Athena's availability at Taco del Mar will enable hundreds of thousands more people to easily make a difference," said May. "We're thrilled to partner with Taco del Mar, a visionary company that sees the importance of contributing to the greater good."

Taco Del Mar signature features include Mondo burritos showcasing slow-cooked marinated meats such as chicken, carne asada steak and pork; platters; tacos; the new Cabo Salad; kids' meals and vegetarian/vegan offerings. All of its wholesome food incorporates high quality ingredients in a made-to-order presentation. The store decor sets the "Baja" mood with beach-themed murals, thatched palapas, mounted sailfish, long board tabletops and lively background music.

About Taco del Mar

The quick casual restaurant chain was co-founded in Seattle in 1992 by brothers James and John Schmidt. Inspired by southern Baja, Mexico and coastal beach shacks that serve burritos and tacos, Taco Del Mar remains independent, unlike many "Mexi-fresh" restaurant concepts that are publicly traded or big burger owned. The company was ranked 17th in the January 2007 issue of Fast Casual magazine's 2006 Top 100 Movers and Shakers, and Crittenden's Restaurant Insider named Taco Del Mar as one of its 2006 "Hot Half Dozen" concepts. Learn more at <http://www.tacodelmar.com>.

(more)

About Athena Partners

Athena Partners[®], a 501(c)(3) 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 sales of Athena bottled water are devoted to innovative research to find a cure. Athena bottled water is available through grocery stores, coffee shops, cafes and other locations on the west coast. Athena Partners' web site provides a comprehensive directory to leading cancer information and resources about women's cancers. www.athenapartners.org.

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Media Contacts:

Heidi Witherspoon
Wilson Public Relations for Taco Del Mar
(206) 838-8977 or HeidiW@TamaraWilson.com

Amanda Foley
Duo Public Relations for Athena Partners
(206) 957-1387 or amanda@duopr.com