

## RELIANT BEVERAGE ADDS INDUSTRY EXPERT TO TEAM

*Company Hires Veteran Beverage Executive Bill Germano as President*



**TACOMA, WASH. – (December 11, 2014)** - Reliant Beverage Company, maker of Reliant Recovery Water, has hired Bill Germano as president.

“We are thrilled to have Bill join the Reliant team,” said Eric Russell, CEO of Reliant Beverage Company. “He brings with him a wealth of knowledge in the beverage industry and knows how to grow small companies into flourishing national brands. We are confident he will help take Reliant to the next level.”

Prior to joining Reliant, Germano was the vice president of global development for Kettle Foods where he led the snack brand through a period of increased earnings and innovation in the United States and Europe. He has also served as the president and CEO of Thomas Kemper Soda and most recently was the president and CEO of Dr. Lucy’s LLC, where he led a successful launch of a specialized healthy baked snack line to an industry leading brand.

“Reliant Recover Water is an opportunity to truly make a difference,” said Germano. “This is such a uniquely innovative product and I look forward to growing the brand to a national product leader.”

As president of Reliant Beverage Company, Germano will lead the efforts to launch the company’s flagship beverage Reliant Recovery Water into the commercial market. Germano joins CEO Eric Russell and an advisory board that includes leaders from some of the Pacific Northwest’s top consumer brands as well as top researchers, physicians and physiologists from across the globe.

Reliant Recovery Water is the only electrokinetically modified water that delivers consumers faster recovery to joints and muscles and better performance. For more information visit [www.drinkreliant.com](http://www.drinkreliant.com).

### **About Reliant Beverage Company**

Reliant Beverage Co. is based in Tacoma, Wash., with every bottle of Reliant Recovery Water processed on-site. The company is led by the Russell Family and backed by an advisory board from the Pacific Northwest’s top consumer brands as well as top researchers, physicians, and physiologists from across the globe. Reliant Beverage Co. was founded in 2009 with extensive research and investments to better understand electrokinetically modify water (EMW) and how they interact with the human body. Reliant Recovery Water underwent eight years of extensive research, development and testing prior to launch.

Researchers from the University of Florida and Seattle Sports Medicine validated Reliant's benefits, concluding that the drink improves functional recovery after activity and exercise with less resulting pain and fatigue.

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**Media Contacts**

Jason Hamilton / Kimberly French

Richmond Public Relations

206-682-6979

[jasonh@richmondpr.com](mailto:jasonh@richmondpr.com) / [kimberlyf@richmondpr.com](mailto:kimberlyf@richmondpr.com)