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Deep SeaWater International Opens New Bottling Facility in Kona, Hawaii to Bottle KONA DEEP; Giant Retailer, Ito-Yokado in Final Negotiations to Be First Customer in Japan

KAILUA-KONA, Hawaii--(BUSINESS WIRE)--July 28, 2005--

Export to U.S. Mainland, Other Global Markets Begin Later This Year; KONA DEEP(R) is from the Deepest Seawater Source in the World

Deep SeaWater International, Inc. (DSWI) will open the first phase of their bottling facility at the Natural Energy Laboratory of Hawaii Authority (NELHA) on July 28, 2005. It will be home to KONA DEEP(R), the 100% Hawaii Deep Sea drinking water sourced from a depth of 3000' below the ocean's surface on Hawaii's Big Island. KONA DEEP(R) will use only deep seawater sourced from 3000' (915 meters).

American-owned DSWI has been negotiating since March of 2004 with Ito-Yokado Co., Ltd. to be the first to sell KONA DEEP(R) from 3000' in Japan. Now that the 3000' deep seawater is available, the retailer expects to sell DSWI's product "as early as possible," said Yoji Okamura, Director and Executive Officer of the Food Merchandising Division of Ito-Yokado which operates 181 supermarket stores in Japan. Representatives from Japan will attend the Grand Opening, as well as prospective customers from Hawaii and the U.S. mainland and numerous government officials.

Sales in Hawaii and the mainland U.S. will begin later this year. DSWI will be the first company to sell 100% Hawaii deep seawater at retail, on both sides of the Pacific, and in Hawaii.

KONA DEEP(R) is a whole new, premium standard in specialty bottled waters. It is ancient water, aged around 3000 years and sourced from a deep, undersea current known as the Global Conveyor Belt. At the depth of 3000' feet the water is nutrient-rich and pathogen and contaminant-free. Preserving the purity of its natural nutrients and minerals, the water is desalinated through DSWI's state of the art, double pass, reverse osmosis system, delivering refreshing, rich tasting drinking water that naturally replenishes body, mind and spirit. Website: www.DSWIHawaii.com.

DSWI plans other products from Hawaii deep sea water, including premium aquaculture, nutraceuticals, and other by-products.

"The ability to bring healthy products derived from Hawaii's deep sea water to the global market is the mission of our company, and there is no better place on earth to do this than from NELHA at Kona, on the Big Island," says Behzad Kianmahd, CEO of DSWI.

DSWI is located at 73-4460 Queen Kaahumanu Highway, Building 122, Kailua-Kona, Hawaii 96740.

Photos & Video B Roll available upon request.

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