

H2oInstitute - the First Potable Water Customization Facility in the World.

Atlanta, GA, November 9, 2007 --- The H2oAlliance, an Atlanta-based Global Water Technology Cluster, reported the opening of the first potable water customization facility in the world. The H2oInstitute will open in January 2008 in Snowpolis Technology Park (www.Snowpolis.com) in Finland, in the midst of unspoiled nature, and one of the most versatile outdoor sports, recreation and holiday centers in Europe. Estimated one million international athletes, and wellness and outdoor enthusiasts visit the destination annually.

"We are proud of the H2oInstitute, as it represents an important first step in potable water customization technology and lifestyle beverage innovation. We use Liqum Water Technology to customize water and manufacture 100% natural flavors that will contribute to well-being of people of all ages and lifestyles. We have over a decade of experience in electrochemical water technology and water customization. We will seek to establish new strategic initiatives and partnerships with brands, bottling companies, distributors, research organizations, and funding sources worldwide", said Minna LeVine, Founder and CEO of the H2oInstitute.

H2oInstitute founding partners are the leading experts in their own right. The partners include a team of electrochemists, biochemists, engineers, technology and beverage industry professionals; [Liqum Water Technology](#), [Laboratory of Biotechnology at the University of Oulu](#), [MTT Research Center for Agriculture and Food Sciences in Finland](#), [Department of Biology of Physical Activity](#) and its division of [Sports Technology at the University of Jyväskylä](#), and [Measurement Laboratory for Sports at the University of Oulu](#).

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About the H2oInstitute

As the world leader in potable water customization, the H2oInstitute is dedicated to supporting water research, increasing awareness about the health benefits of water, and advancing use of real-time electrochemical water monitoring technology to help communities and beverage companies '**Get more out of Water**'.

The H2oInstitute is an institution with a social mission. Our mission is to raise awareness of the freshwater crisis, and empower people with knowledge how to become proficient in water quality management, one of the major challenges in the 21st century according to the UNESCO's world study. We recognize the urgency of managing water quality and conserving finite freshwater sources around the world. It goes without saying that every time you purchase H2oInstitute endorsed product or service, a portion of the profit will go toward a worthy water-related cause.

The H2oInstitute is located in Finland, a country with over 180 thousand lakes and a world leader in electrochemical water monitoring technology. According to UNESCO's global water study among 122 countries, Finland has the cleanest and purest water on Earth. These findings were supported in an independent study by the World Water Council.

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WaterTech Cluster launched in Finland

September 11, 2007, Atlanta, GA ---- The Finnish business community was excited today by the startling announcement about the WaterTech Cluster in Finland.

This independent Water Technology initiative, and a business venture, uses state-of-the-art electro-chemical liquid monitoring technologies, and diverse partner resources to automate, and improve water-related industrial processes, and solve problems of one of the greatest challenges faced by mankind today, freshwater resource depletion, and pollution.

H2oAlliance partners are dedicated to promote, and invest in Finnish Companies that show the most commercial promise in delivering unique water management plans, consulting services, and technologies to water, environmental, pulp and paper, mining and minerals, agricultural, pharmaceutical, and safety industries around the world.

Investment in innovative technologies, knowledge-based products, and services, that improve operational performance, productivity and efficiency, reduce costs, freshwater inputs and consumption, waste and pollution, is the interest of every business, and society as a whole.

We seek to prove that investment, development, and implementation of water management plans in all industrial processes, combined with innovative real-time technologies, and environmental monitoring, can help companies increase profitability, and improve productivity, save energy, and protect the freshwater resources efficiently.

"Finland is one of the World's great centers of technology, and innovation. Our vision is to ensure that Finland's Best have the opportunity to compete on a level playing field. It is a credit to Finland's academic, and commercial systems that have generated this tremendous reservoir of technological, and scientific advancement. Now, we want to give Finnish companies the capability and unique opportunities to enter the Global Market", according to Minna LeVine, President of Advantages International, LLC, Atlanta, GA.

First, the H2oAlliance partners work closely with the leading public and private Companies, Universities, and Research Institutes in Finland, as well as with other intellectual and technological reservoirs to bring forward the Best and the Brightest in Industrial and Environmental Water Management Consulting, and Technologies, for introduction to the United States.

The H2oAlliance serves a two-fold purpose: first as an Educational, and Awareness industry building vehicle under whose aegis, Finland based companies can begin to introduce, and penetrate the immensely deep and lucrative U.S., and Global Markets. Especially for Water-Related technology and industries mentioned above, where the U.S, and Global competitiveness is weaker vs. Finnish. Second, as an investment vehicle to fund new freshwater-related research, technologies, and enterprises.

Companies, academia, professionals, and entrepreneurs can participate in by joining H2oAlliance. Or investing in our partners, Finnish Companies that show the most commercial promise in the USA, and around the world. You can also help by making a contribution to one of the Research Universities. Your contribution will go towards building awareness of the vast universe of Finland's contributions to water, and environmental science, industry and commerce as well as to emphasize the specific benefits of Finnish water-related products, technologies and/ or companies to the Public, to Business, and Financial Leaders. Or, if you prefer, you can help to fund our education, awareness, research, and financial programs via a refundable grant. Your grant will be dedicated to building a platform from which Finland's best commercial enterprises will have the financial capability to enter, and compete in the global market.

H2o Alliance continues to establish new strategic initiatives, and partnerships with companies, universities, research organizations, and funding sources around the world. Increased consumer, regulatory and industry interest is crucial to manage water quality efficiently, solve problems concerning freshwater resource depletion, and pollution around the world.

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