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For Immediate Release

POMOLOGY JOINS PINK UNITED IN FIGHT AGAINST BREAST CANCER

**In honor of National Breast Cancer Awareness Month,
Bullwater Health & Fitness, LLC will donate a portion of proceeds from
sales of Pomology nutritional supplements during the month October.**

Hoboken, NJ – September 25, 2007

Nutraceutical developer Bullwater Health & Fitness, LLC today announced it is joining forces with Pink United in the fight against breast cancer.

Manufacturers across the country are rallying under the Pink United banner to make a powerful impact in the effort to eradicate breast cancer. During the month of October—National Breast Cancer Awareness Month (NBCAM)—every member of Pink United will donate a portion of their sales to breast cancer charities of their choice. Participating retailers will support the goals of Pink United by supporting the campaign with advertising and in-store displays.

Bullwater Health & Fitness is the maker of Pomology, a unique line of condition-specific nutritional supplements based on pomegranate antioxidants. For every bottle of Pomology Women's Daily and Menopause formulas sold during the month of October, Bullwater will donate \$1 to programs that raise breast cancer awareness, provide mammograms for women who cannot afford them, and support breast cancer research.

"Since NBCAM began in 1985, mammography rates have more than doubled for women age 50 and older, and breast cancer deaths have declined," according to Scott Kamber, Bullwater CEO. "Through the energy and resources generated by the members of Pink United, we hope to continue that trend and make an even greater impact. Pomology is proud to be part of such an important movement."

Pomology is available through online retailers as well as in stores across the United States and Canada. In October, each bottle of Pomology Women's Daily and Menopause formulas will bear a distinctive hangtag to identify it as part of the Pink United program.

"Pomology has always supported women's health through our products," says Kamber. "Now, through the Pink United campaign, we join many fine companies who are making a difference by raising money and awareness in the search for a cure."

For more information on Pomology's association with Pink United, visit pomology.com/pink, or contact Brant Herman at 877.766.2010.

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