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**National Trading & Developing Establishment Supports Fiji Water's Sustainable Growth Initiative**

NewswireToday - /newswire/ - Dubai, UAE, United Arab Emirates, 04/21/2008 - Fiji Water becomes the first carbon negative beverage product.

National Trading and Developing Establishment (NTDE), main distributor of Fiji Water in Dubai, lauds Fiji Water's sustainable growth initiative that will make its products carbon negative in 2008. NTDE Chief Executive Officer Mr. Farid Ahmadi said this move reaffirms Fiji Water's solid commitment to serve and protect the environment.

"NTDE salutes initiatives of Fiji Water to help mitigate global climate change, being Fiji's distributor in the Middle East, we are also inspired by their pursuit to help combat the ongoing effects of climate change," said Mr. Ahmadi.

To become carbon negative in 2008, Fiji Water will account for the carbon footprint throughout the entire lifecycle of its products and then, through a combination of meaningful reductions and carbon-reducing land use and renewable energy projects, the production and sale of each bottle of Fiji Water will actually result in a net reduction of carbon in the atmosphere.

This move is the first in the beverage industry and no other beverage brand has ever made a similar commitment to help mitigate the effects of climate change.

Fiji Water also partnered with Conservation International (CI), a leading conservation organization, to counsel the former on their sustainability initiative and to develop an ambitious multi-benefit carbon offset plan that, in addition to reducing CO2 in the atmosphere, will also benefit Fiji's local communities and its biodiversity.

Fiji Water's Sustainable Growth Initiative is a multi-pronged effort that includes several significant strategies:

- Reduction of CO2 emissions associated with the company's operations
- Purchase of permanent and verifiable carbon offsets to cover 120% of the emissions that cannot be reduced directly
- Protection and permanent preservation of the largest remaining area of pristine rainforest in Fiji

**Reduction of CO2 Emissions**  
An aggressive plan to reduce CO2 emissions, which is already underway, is the centerpiece of Fiji Water's sustainability program. This plan will account for all product lifecycle carbon emissions from raw materials production through post-consumer handling of its products. By 2010 the

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