

Vitaminwater and Romplr Announce 50's Sound Lab Now Available from the App Store

iPhone and iPod touch users will be able to remix, upload, and share their version of a 50 Cent track

(Whitestone, NY) --November XX, 2009--Chart-topping entrepreneur 50 Cent and Vitaminwater, his beverage of choice, today announced the availability of the innovative 50's Sound Lab App on the App Store. Through Romplr, the popular interactive music platform developed by Moderati, fans of Vitaminwater and 50 Cent can now use their iPhone or iPod touch to create and share their own mixes of "Baby by Me", the first single off of 50 cent's long-awaited LP Before I Self Destruct.

"Vitaminwater is calling on all of its fans to get inspired and start mixing it up with 50's Sound Lab App," said Rohan Oza, chief marketing officer of Vitaminwater, smartwater and vitaminwater10. "50 cent is a part of the Vitaminwater family and we are excited to be able to share his new single with everyone through this groundbreaking social media experience for iPhone and iPod touch."

In addition to being able to remix the new single, 50 Cent is giving one aspiring fan a chance to show off their skills with him in the recording studio. Once all of the vitaminwater remixes have been uploaded, 50 Cent will scout out the best remix of his latest single and invite that person to meet up with him.

"Musical talent unfolds in many ways and I'd like to see what tomorrow's producers can do with my track with nothing but a bottle of Vitaminwater, my 50's Sound Lab App and an iPhone," said 50 Cent.

The 50's Sound Lab App is powered by Moderati's Romplr remix platform. Romplr allows fans to interact with music by creating their own versions of tracks by their favorite artists, thereby becoming part of the creative process themselves. The 50's Sound Lab App gives fans unprecedented access to the key elements of the original recording and provides creative tools to really connect with and personalize the new single. 50's Sound Lab App is available for free from the App Store on iPhone and iPod touch or at <http://www.itunes.com/appstore>.

Users can record and share their personal mixes via Facebook, email, or on the online interactive music companion site: <http://www.50soundlab.com>.

About Vitaminwater:

It all started when one thirsty man named darius wanted better water but couldn't find any worth drinking -- so he decided to make his own. Word got around, thus emerged Glacéau, a fresh new approach to bottled water. Today, Glacéau is a leader in the bottled water industry and the pioneer of the enhanced water category -- maker of vitaminwater®, #1 bottled water in the United States, smartwater®, #1 premium bottled water in the United States, and vitaminwater10, the perfect low-calorie combination. Glacéau is all about helping thirsty people like you responsibly hydrate with something truly good for your body. For more information visit <http://www.glaceau.com>.

About Moderati, a Bellrock Media Company

Moderati is a digital content agency that helps media companies and consumer brands connect with their consumers through the creation of engaging entertainment experiences. The company delivers the best digital content to consumers when, where and how they want it, with a mission to engage and entertain through creativity, technology and humor. Moderati has deep roots in mobile content and entertainment, and has been a trusted partner of top-tier wireless carriers and major media companies since 2001, having delivered over 100M individual content downloads. The company is a subsidiary of Japan's leading branded entertainment production company, Bellrock Media, backed by Yoshimoto Kogyo, the largest pure play media company in Japan with interests in TV, talent representation, film, music, physical venues and consumer products. Moderati is headquartered in San Francisco, CA. For more information, visit <http://www.moderati.com>

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