

BORBA and Anheuser-Busch Announce Marketing and Distribution Deal

Agreement Includes BORBA's Skin Balance Waters and Aqua-Less Crystallines

August 20, 2007: 02:52 PM EST

ST. LOUIS, Aug. 20 /PRNewswire-FirstCall/ -- BORBA and Anheuser-Busch today announced they have reached an agreement that gives Anheuser-Busch responsibility for distribution and marketing of BORBA Skin Balance Waters in the United States and in countries around the world.*

BORBA's Skin Balance Waters include Clarifying, Age Defying, Firming and Replenishing varieties. The agreement also includes distribution and marketing of Aqua-Less Crystallines, a powder form of the drinkable skin care line, in the United States. As part of the agreement, BORBA maintains the right to sell its beverages and crystallines in select accounts and online. Anheuser-Busch wholesalers will begin distributing the beverages in select markets in November 2007. Terms of the agreement were not disclosed.

BORBA beverages contain antioxidants, vitamins and botanicals. Each beverage is formulated to provide a distinct skin benefit, such as a clearer complexion, firmer skin, and help for dry, dehydrated skin. The BORBA line currently is available at high-end retailers, such as Sephora, Ulta, and Equinox Gyms. Select items also are sold through multimedia retailer QVC.

"Anheuser-Busch understands our vision and the tremendous potential of BORBA's drinkable skin care line. With extensive reach, marketing and distribution expertise, Anheuser-Busch will help expand the presence of our products in key retail locations," said Scott Vincent Borba, founder and chief executive officer of BORBA. "We look forward to working together to introduce BORBA beverages and Aqua-Less Crystallines to new consumers who are focused on the health and well-being of their skin."

"Adding the BORBA Skin Balance Waters and Aqua-Less Crystallines to our portfolio allows us to participate in the emerging nutraceutical beverage category," said Dave Peacock, vice president of business operations, Anheuser-Busch, Inc. "The BORBA line of beverages provides innovative and highly profitable products for our wholesalers and retail customers, while expanding our business into high-growth beverages beyond beer."

Based in St. Louis, Anheuser-Busch is the leading American brewer, holding a 48.4 percent share of U.S. beer sales. The company brews the world's largest-selling beers, Budweiser and Bud Light. Anheuser-Busch also owns a 50 percent share in Grupo Modelo, Mexico's leading brewer, and a 27 percent share in China brewer Tsingtao, whose namesake beer brand is the country's best-selling premium beer. Anheuser-Busch ranked No. 1 among beverage companies in FORTUNE Magazine's Most Admired U.S. and Global Companies lists in 2007. Anheuser-Busch is one of the largest theme park operators in the United States, is a major manufacturer of aluminum cans and one of the world's largest recyclers of aluminum cans. For more information, visit <http://www.anheuser-busch.com>.

Based in Woodland Hills, Calif., BORBA revolutionized the U.S. beverage and beauty industries by introducing the concept of drinkable skin care. The company now markets a full range of nutraceutical products, which includes Skin Balance Waters, Skin Balance Aqua-Less Crystallines and Skin Balance Confections. Additionally, BORBA markets a full range of cosmeceutical topical facial care and body care products incorporating naturally-sourced antioxidants and fiber-knit technology. BORBA is backed by strategic investor Brad Greenspan, an Internet entrepreneur and founder of MySpace.com, who serves as non-executive Chairman of BORBA. Liberty Media Corporation, parent company of QVC, also maintains a strategic investment in BORBA. For more information, visit <http://www.borba.net>.

*Excludes Japan, Australia, Singapore, Indonesia and Dubai.