



RESISTANCE WATER

RESISTANCE™
Bravely
Joins
Resistance
Movement

(NEW YORK, April 7, 2017) Resistance Water, Inc. today announced the launch of *RESISTANCE™*—a groundbreaking new beverage designed to fundamentally disrupt and upend the hydration industry through a content driven, vertically integrated brand campaign. Built on a platform of vague passion points, *RESISTANCE™* forges unique bonds with an unlikely target of bottled water consumers engaged in THE RESISTANCE.

Why *RESISTANCE™*? “After I noticed like a bunch of angry people walking together on Fifth Avenue recently, I saw the need for a water brand that speaks to the angry masses directly. Protesters are desperate to finance a company that agrees with their agenda. That’s why the team at Resistance Water, Inc. created *RESISTANCE™*. *RESISTANCE™* agrees with you. *RESISTANCE™* agrees with everyone,” says Dorish, *RESISTANCE™*’s independently wealthy founder and CEO. “We offer a uniquely amenable brand experience, allowing customers to project whatever anti-establishment message they want to onto our product.”

It’s no secret that the bottled water market is SOAKED, but *RESISTANCE™*’s ability to listen to and regurgitate what its customers say sets it apart from other waters in the industry. Our thirst-quenching, low-carb, water-dense formula is perfected for fueling customers’ self-righteous rage towards the people they (and consequently, we) are angry at. Our all-natural water is made with a special blend of water, love, and resistance.

***RESISTANCE™* is launching with RESISTANCE WATER, which is a disposable bottle of water. The product includes water and a bottle. It costs \$5. Water can be purchased at our first pop-up table and launch party on Saturday April 8th from 10 AM to 3 PM in Tompkins Square Park, near the entrance on Avenue A and St. Marks Place. Information on more pop-up tables is forthcoming.**