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**FOR IMMEDIATE RELEASE**

**CONTACT:** Barry Davidson, CEO\Managing Member – 214-532-2944

[bdavidson@mountainsourcedwater.com](mailto:bdavidson@mountainsourcedwater.com) or [www.CaddoMountainSpringWater.com](http://www.CaddoMountainSpringWater.com)

### **Caddo Mountain Spring Water, LLC Announces New Addition to Its Advisory Board**

*Hot Springs Village, AR* - Caddo Mountain Spring Water, LLC, (Caddo) a start-up spring, artesian & mineral bottled water company, announced today that it has appointed Dr. Wayne Y. Lee – Ph.D. Finance, Professor, Alice L. Walton Chair in Finance, Garrison Chair in Finance and founder of the Garrison Financial Institute at the University of Arkansas – Sam M. Walton College of Business, Fayetteville, AR to its Advisory Board effective immediately.


Barry Davidson, Caddo's CEO/Managing Member had the following to say about the Company's newest advisory board appointee: "We are pleased to welcome Wayne as the newest member of Caddo's Advisory Board. We especially value the valuable discussions we have had with him over many years. Wayne is one of the brightest persons I have ever met. He joins the Company at an exciting time as we continue to drive our strategy forward and build the company with exceptional professionals who can help fulfill our economic, environmental, social and governance (EESG) mission. Wayne's addition as an Advisory Board member with his leadership and vision in the finance and education fields complements the expertise and experience of our advisory board. We are confident he will provide invaluable input as we continue to develop and execute our business plan and strategy. We look forward to his impactful contribution, and we are both excited and pleased he chose to join us."


Caddo regularly evaluates its Advisory Board composition to ensure board members have the appropriate skills, backgrounds, and perspectives necessary to advance the interests of its shareholders and community stakeholders. This board addition brings to seven; the number who has joined the Company's actively engaged advisory board in the past eleven months.

"I especially appreciate Caddo's collaborative approach and look ahead to working together with the management and board of advisors," said Wayne Lee, Professor of Finance at the Walton College. "Caddo is an excellent company with a wonderfully unique opportunity to create economic and social value. I am excited to be able to play a part in its evolution and success."

Caddo's other advisory board members consist of: Dr. Craig G. Rennie – Ph.D. Finance , Managing Director Garrison Financial Institute, Associate Professor of Finance at Sam M. Walton College of Business, University of Arkansas; Dr. James K. Hendren – Ph.D. Physics, Chairman Venture Center and Broadband Development Group, LLC; Patrick H. Hays –

*Caddo Mountain Spring Water, LLC, 19 Busqueda Lane, Hot Springs Village, AR 71909*

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Esq., retired/former Mayor City of North Little Rock, AR; Dr. Robert S. Reis – Ph.D. Genetics, Professor and Senior Research Career Scientist, University of Arkansas for Medical Sciences and VA Medical Sciences; William H. Willis founder and principal – Willis Mineral Resources Consulting LLC; and, Walter Mello, Chief Investment Officer at MyBlox Inc. and WMM Capital Advisors, Managing Partner at EMP Management Group, LLC.

### **About Dr. Wayne Y. Lee**

Dr. Lee is the founder and Executive Director of the Garrison Financial Institute at the Sam M. Walton College of Business – University of Arkansas. The vision of the Institute is to advance financial education and knowledge through practice. Expressly, to enhance student learning through experience, foster research that extends and perfects best practices, and contribute to the economic development of the State of Arkansas and the welfare of its citizens. He served as chair of the Finance Department at the Walton College and currently holds both the Garrison and Alice L. Walton Chair of Finance at the Business School. He also served as chair of the Arvest Bank Trust and Asset Management Committee. Dr. Lee is a well-respected and widely-published finance scholar. To date, he has authored or collaborated on over 50 published papers in the top journals in his field. He received his Ph.D. in Finance from the University of California, Los Angeles – Anderson School of Management.

### **More about Caddo**

Barry also had this to say about his Company's EESG Impact mission: "As I have stated before - It is thrilling for us to tip the scale in an economically depressed area of our State by providing good manufacturing jobs and an extraordinary socially responsible consumer product. Our use of solar power reflects our care for and protection of the environment. It will be knowledgeable and discriminating consumers who ultimately decide on the overall worthiness of our mission and product."

Barry had the following to say about the company and its water. "We are making good progress on the project. We knew from the beginning that a start-up venture in a rural setting is an equity investor challenge! But we have staunch confidence in the unsurpassed purity and sustainable quality of our water. Our spring, artesian and mineral water is pristine and blessed with a remarkable historical legacy. Our company's social impact mission and eco-friendly approach is exemplified by our commitment to responsible economic development, sustainable energy, and stewardship of the environment. We believe consumers everywhere will enjoy our path to providing the benefits our water offers."

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