

FOR IMMEDIATE RELEASE

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CRYSTAL ROCK ANNOUNCES NEW HIRES AND NEW FACILITY Company Continues Investment in People and Resources Supporting Growth Plan and Customer Experience

WATERTOWN, CT (January 11, 2012) – Crystal Rock Holdings, Inc. (NYSE: Amex: CRVP), through its subsidiary Crystal Rock LLC, announces several new hires and the launch of its new training facility - both of which upgrade and expand its organizational structure. As Crystal Rock – a single source supplier of [water](#), [coffee](#) and [office](#) supplies for businesses and homes – pioneers a premier customer experience, it is strategically emphasizing a sales and marketing focus to support one of the most robust product lines available.

“We’re continuing to scale our organization and build our information technology infrastructure to support our broad range of products and to deliver a premier customer experience. Whether elevating internal employees into broader roles or adding new people into new roles, Crystal Rock will continue to allocate resources which enhance the little things that matter to our customers and company as a whole,” stated Peter Baker, [President and CEO](#) of Crystal Rock.

CRYSTAL ROCK LEARNING & DEVELOPMENT CENTER

Crystal Rock’s new Learning & Development Center features both a classroom and product display showroom for educating team members on current innovations, system training, new techniques and product information. With the ability to host approximately 20-30 people, the facility is another example of the investments and commitments the company has made to its customers, employees and the community. The facility is located at 27 Siemon Company Drive in Watertown, CT.

NEW HIRES

Chris Mitchell has been hired as Director of Marketing. With over 15 years of marketing experience for multi-million dollar consumer packaged goods brands, Mitchell will lead all strategic product marketing, promotions and brand communications – including e-commerce. Mitchell will support all sales initiatives, lead corporate and co-op marketing programs and identify market opportunities for increasing market share and sales growth for all of Crystal Rock’s products and services.

Randy Blosio has been hired as Director of Customer Care. Blosio brings strategic direction and an aptitude for the way sales and service are delivered to both commercial and residential customers through call center management. Emphasizing best in class service and dynamic customer contact strategies, Blosio will also look to identify opportunities to enhance sales, service delivery and value.

Frank Strange has been hired as Commercial Sales Manager, Western New York. Strange will lead commercial sales efforts to businesses within the Western New York region – focusing on growth and retention strategies designed specifically for the local market(s).

PROMOTIONS

Tom Tracy is promoted to Recruitment & Sales Development Manager. In this new role, Tracy will lead all sales training and development programs for sales team members at the Crystal Rock Learning & Development center – a new facility located in the Siemon’s Office Complex in Watertown, CT.

Frank Finik and **Chris MacNeil** have been promoted to Commercial Sales Managers within Connecticut and the greater New England region. Finik and MacNeil will be responsible for managing other commercial sales teams with the overall goal of growing product sales for the region.

For more information or to schedule an interview, please contact Chris Mitchell at 860.525.0070 x3067 or at cmitchell@crystalrock.com.

ABOUT CRYSTAL ROCK

Crystal Rock Holdings, Inc. (NYSE Amex: CRVP) - operating through its subsidiary Crystal Rock LLC – markets and distributes water, coffee, office supplies and other home and office refreshment products throughout the Northeast. The Company is the largest independent home and office distributor of its kind in the United States. It bottles and distributes natural spring water under the Vermont Pure® brand, purified water with minerals added under the Crystal Rock® Waters label and roasts and packages coffee under its Cool Beans® brand. The majority of its sales are derived from a route distribution system that delivers water in 3- to 5-gallon reusable, recyclable bottles, and coffee in fractional packs or pods. With a new identity and the tagline, “Little Things MatterSM”, Crystal Rock continues to set high standards in the home and office refreshment industry through technical innovation, a commitment to the environment, and the integration of its family roots into relationships with employees and customers. More information is available at crystalrock.com.