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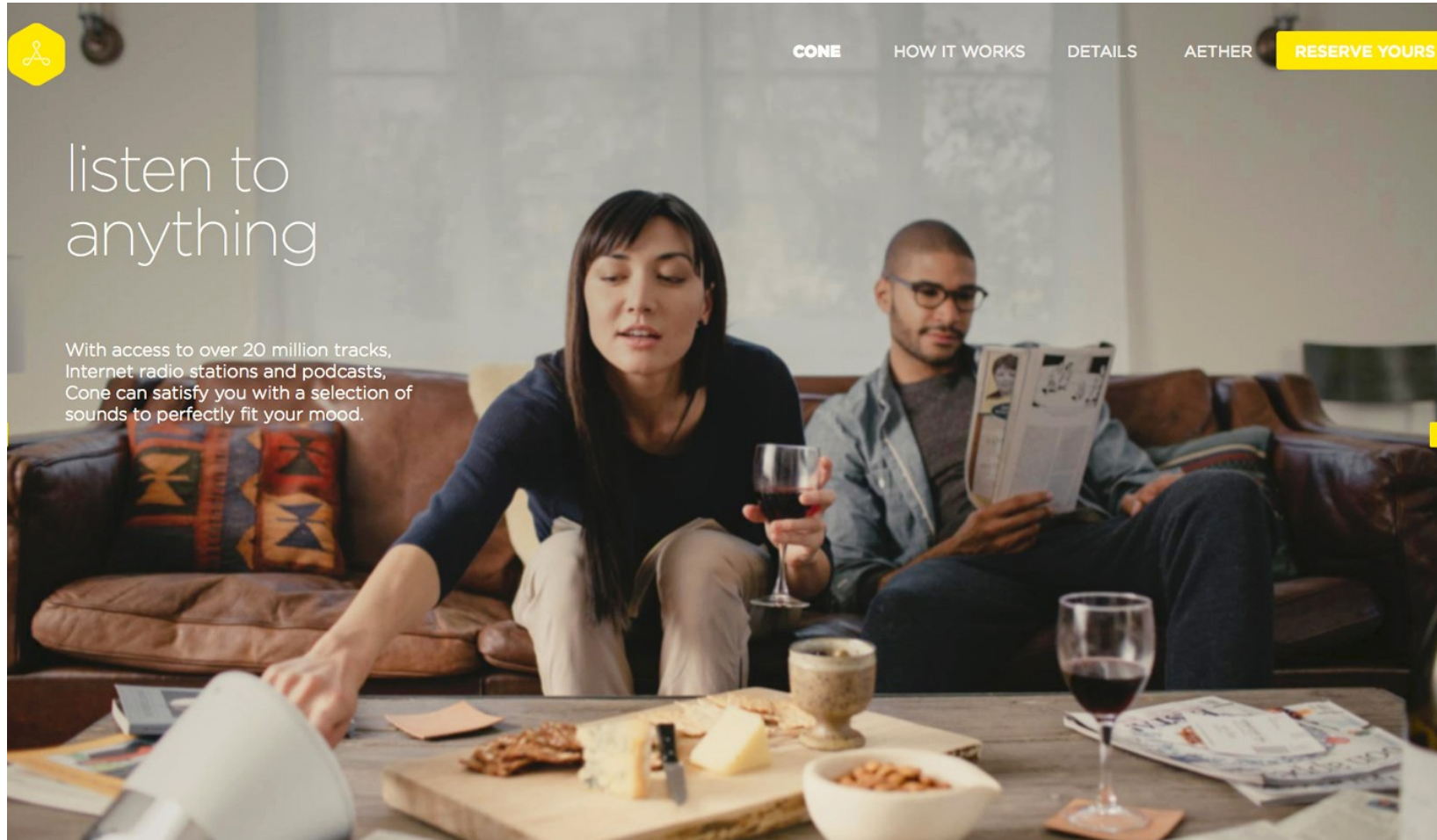
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the smartest man alive

In pursuit of the smartest man alive, smartwater checked in with several gentlemen who have just the kind of brains we're looking for. They are not quite geniuses, but men who are changing the way people live for the better. We talked to them to find out: What's innovation made of? Not surprisingly, the answers are less paint-by-numbers, and more choose-your-own-adventure.

THE MAN:
FOUNDER AND CHIEF SHOE GIVER OF TOMS
Blake Mycoskie

While on vacation in Argentina, he met some kids who didn't have any shoes, and some humanitarian workers who were trying to get them some. Lack of proper footwear is a major public health issue around the world. Blake saw a major opportunity.

THE SMARTS:

For every pair of shoes TOMS sells, they give a pair to someone in need—the "one-to-one model," as it's called. Knowing that with a nonprofit, he would be dependent on donations to keep the operation going, Blake created a for-profit company that would be self-sustaining. How did he know how to run a ground breaking shoe company? That's the important part—he didn't. "I had no experience in fashion or a shoe business but got myself in front of the right people who were able to teach me or introduce me to people who did." When you embrace Blake's axiom: "There's nothing wrong with not knowing," you open yourself up for growth, and maybe something great.

To learn more from Blake, go to bookook.com/smartwater

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smart because it's made that way

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the **smart**est
man alive

Is Jeremy Piven the Smartest Man Alive? No. He is, in fact, smart enough to know he's not. But Jeremy is here to help **smartwater** find the Smartest Man Alive. By "smartest" we mean the most visionary, the most inventive, the biggest game changer. No surprise, but **smartwater** was designed by some real smart guys. Not rocket scientists, but innovators who were inspired by how water is purified in nature and figured out that vapor distillation leads to pure, great-tasting H₂O.

And now it's your turn. Go to facebook.com/smartwater to enter the Smartest Man Alive contest. Your path could be technology, culinary, health and fitness, philanthropy, or style—tell us about your inspired ideas and you could be awarded \$50,000 to bring them to life.

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smart because it's made that way

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SPECIAL ADVERTISING SECTION



BOBBY RYAN
OCCUPATION: NHL Hockey Player
AGE: 23

WATCH FOR: Another 60+ point season and second run as the team-leading goal scorer for the NHL's Anaheim Ducks, where, with his latest contract extension, he'll wear jersey #9 on the left wing for the next five years.

BOBBY'S G-SHOCK: GX56-1A. With black resin band and black face with red highlights. Features a new triple layer shock-resistant structure, Tough Solar Power and mud resistance, all within the largest case in G-SHOCK's history.

"I feel great wearing this watch. It's water-resistant, so I can do a lot of the things I like to do. I like how lightweight it is, and it's got a bigger face, but you hardly notice you're wearing it."



THE KING OF G



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SPECIAL ADVERTISING SECTION

RYAN ROTTMAN

OCCUPATION: Actor/Executive Producer
AGE: 26

WATCH FOR: Ryan starring as "Joey" on the new Teen Nick series, *Gigantic*, and his dual role as both Executive Producer and star of *Wetlands*, produced by his company Final Cut Collective.

RYAN'S G-SHOCK: GA100-1A1
With an analog-digital face, reverse LCD and black resin band. Features include shock resistance, 200M water resistance, anti-magnetic structure and 1/1000th second stopwatch with speed indicator.

"This watch makes me feel badass. I love that this one is all black, so it goes with everything."



THE X-LARGE G

WATCH OUT

When multi-talented meets multi-functional, it's a hit for this next generation of stars...and we're not just talking about the watches.

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SPECIAL ADVERTISING SECTION

TIM MOREHOUSE
OCCUPATION: Olympic Fencer
AGE: 32

WATCH FOR: Fencing Masters NYC, the largest spectator fencing competition in USA history, outside of the Olympics, on November 17 at the Hammerstein Ballroom, where Tim will compete and co-produce with WCMG Events to benefit US Olympic hopefuls.

TIM'S G-SHOCK: GW7900B-1
With black resin band, reverse LCD and a four-point protection bezel. Features Atomic Timekeeping, Tough Solar Power, and tide and moon data.

"I love wearing this watch. It just feels like it goes with me and with my personality. It's sturdy, and it looks really good, which is definitely important."



THE G-RESCUE

G-SHOCK
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are a deadline destroyer



need a phone as turbocharged as you

G2
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are a master multi-tasker



need a phone as turbocharged as you



Your phone is much more than just a phone. It's your lifeline. And since you're the kind of person who makes the most of every minute, you need a phone that does too. Introducing the G2 by HTC. The first smartphone with 4G speeds on T-Mobile's new network. Delivering the best of Google, faster than you ever thought possible. **Exclusively from T-Mobile.**

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EMILY VANCAMP

Emily VanCamp has emerged as one of Hollywood's hottest talents. VanCamp stars on ABC's acclaimed hit drama series *Brothers & Sisters*, opposite Sally Field, Rachel Griffiths, Rob Lowe and Calista Flockhart. The series, now in its fourth season, sees VanCamp in the pivotal role of Rebecca Harper. VanCamp will star as the female lead in the upcoming ABC/BBC/CBC miniseries *Ben Hur*, in which she plays Esther, the classic beauty and love interest of Ben Hur. VanCamp recently starred in the Paramount Pictures thriller *Carriers*, opposite Chris Pine, Piper Perabo and Christopher Meloni. She will also be seen in the upcoming film *Norman*, opposite Academy Award nominee Richard Jenkins and Adam Goldberg. VanCamp first won over audiences on the WB's critically acclaimed drama *Everwood*, starring opposite Treat Williams and Gregory Smith. Her performance as Arty Abbott garnered her Teen Choice Award nominations for Best TV Actress for three years in a row. Recent film credits include: *The Ring 2*, co-starring Naomi Watts and Simon Baker; the Sundance Film Festival hit *Lost and Delirious*; *A Different Loyalty*, with Sharon Stone; and *Black Irish* with Melissa Leo, Michael Angarano and Brendan Gleeson. VanCamp also portrayed young Jacqueline Kennedy Onassis in the miniseries *Jackie O: A Life* and was a series regular on the WB series *Glory Days*. Born and raised in Port Perry, Ontario, VanCamp has performed as a dancer since she was 3. When she was 12, VanCamp attended the prestigious L'Ecole Supérieure de Danse de Québec. VanCamp currently resides in Los Angeles.

B*rowns*

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CATHERINE O'HARA

Catherine O'Hara is a comedy genius. Whether she's mimicking celebs like Katharine Hepburn on SCTV, turning parody into an art-form in Christopher Guest's mockumentaries or letting loose on Larry David's Curb Your Enthusiasm, the Toronto native invariably leaves audiences convulsing with laughter. After serving as an understudy to Gilda Radner with Toronto's Second Theatre, O'Hara caught her break acting with this zany troupe, then moved on with these players to the acclaimed SCTV show on the tube, which, in turn, led to her winning an Emmy Award and four Emmy nominations for her writing on the series. Her work in such hysterically deadpan Guest mockumentaries as A Mighty Wind, Best in Show, Waiting for Guffman and For Your Consideration - for which she earned the 2007 National Board of Review Award for Supporting Actress - cemented her place as one of the foremost comic actors of any gender. And how's this for an impressive credit list: After Hours, Beetlejuice, Home Alone and Nightmare Before Christmas. O'Hara did a marvellously frenzied turn as the unhinged sister of Larry David's buddy on Curb Your Enthusiasm last year, and most recently made a splash in the HBO drama Temple Grandin. She was inducted into Canada's Walk of Fame in 2007.

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The Design
The fun, intriguing graphics are a continuation of the Soul Pancake motif.

RAINN WILSON
Film star, award-winning writer, creator of Soul Pancake, and key member of the funniest ensemble cast on television.

The Matchup
The 14" screen Toshiba Satellite® M500 series laptop combines generous features and solid performance with total portability. Rainn spends a lot of time blogging and sharing his thoughts with the world. The Satellite® M500 allows you to maximize connectivity, productivity, learning, and entertainment—even if you wander to some strange places. And let's face it—if you're trailing a pet ram, you're clearly not much for the beaten path.

The Cause
Mona Foundation serves its mission through development of human resources, promoting service learning and volunteerism, bridging the digital divide, and supporting adopted projects through financial grants and material resources.

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JOE PERRY

This rock icon, multi-platinum/multi-award-winning recording artist, and creator of some of the most memorable guitar riffs in history has just released a scorching new album: *Have Guitar, Will Travel*.

The Motchup
The Toshiba Qosmio® X505 18.4" screen laptop is the top of the line for entertainment and content creation at an affordable price. Throw on Joe's new album, and feel the power.

The Cause
Project AWARE Foundation is a nonprofit organization dedicated to conserving underwater environments through education, advocacy, and action.

The Design
Using street art as a jumping-off point, the personalized exterior is so rockin' you can practically feel the reverb.

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