



For Immediate Release

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IZZE® Beverage Company Announces Can Package Redesign

IZZE to unveil new can at Fancy Foods Winter booth #1756

BOULDER, Colo. (Jan. 18, 2006) — IZZE Beverage Company, the leader in the sparkling juice category, will launch its newly redesigned 8.4-ounce can at Fancy Foods Winter in San Francisco, Jan. 22-24, at booth #1756.

"Our redesigned 8.4-ounce can is now colorful, bright and easy-to-read. The cans are the perfect complement to our bottles on shelves or in the cold case at conventional and natural groceries," said IZZE Beverage Company vice president of sales Peter Burns.

"Originally launched to promote a smaller serving size to kids, our can package is perfect for schools, vending, lunch boxes and an on-the-go healthy snack."

The newly redesigned can is now available in Sparkling Blackberry, Sparkling Clementine, Sparkling Pear and Sparkling Pomegranate.

IZZE Sparkling Juice, an all-natural blend of pure fruit juice and sparkling water, is free of caffeine, artificial ingredients, high-fructose corn syrup, and all other refined sugars.

About IZZE Beverage Company:

The IZZE Beverage Company was founded in 2002 by two friends who set out to create a distinctive natural beverage while contributing to a higher purpose. The IZZE Project Reach program supports and creates education-based development for farm workers and their families in the communities where IZZE buys its fruit. IZZE Sparkling Juice is now sold in Starbucks throughout the US and Canada, as well as nationally in SuperTarget and Cost Plus World Market stores. IZZE is also sold locally in Costco clubs, regular Target stores, Whole Foods Markets, Wild Oats Markets, grocery stores, and casual and fine dining restaurants and delis across the United States, Canada, the Caribbean and South Pacific. IZZE is available in seven flavors: Sparkling Blackberry, Sparkling Blueberry, Sparkling Clementine, Sparkling Grapefruit, Sparkling Lemon, Sparkling Pear and Sparkling Pomegranate, and is sold in 4-packs, 12-packs, single-serve 12- and 16-ounce glass bottles, and single-serve 8.4-ounce cans. For more information, visit www.izze.com.

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