



IZZE[®]
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For Immediate Release

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IZZE Sparkling Juice Proves to be Viable Alternative to Traditional Soft Drinks

IZZE is USDA-approved beverage option for schools under pressure to replace sugary sodas

BOULDER, Colo. (Feb. 14, 2006) — In the wake of the pending lawsuit against Coke and Pepsi, IZZE Sparkling Juice, the leader in the sparkling juice category, is proving to be a viable and economical alternative to high fructose corn syrup-laden sodas in schools.

According to the American Beverage Association, soda sales in schools dropped more than 24 percent between 2002 and 2004 and are expected to continue to fall due to the coalition of lawyers that are mounting a class-action lawsuit against Coke and Pepsi for marketing and selling sugary soft drinks in schools. Regulators, trade groups, and parents have also stepped in to address health concerns due to the possible link between high fructose corn syrup and childhood obesity and diabetes. The proposed answer from all is to ban the sale of soda in schools and replace these products with healthier options – mainly water, juice and milk. However, the students are not buying these healthy alternatives at the same rate they were with Coke and Pepsi products, which ultimately leads to revenue and funding problems.

“Given the complexity of all the different regulations we have to follow now, I do not have an easy job trying to sell approved beverages to schools,” said Ohio’s Tri State Juice school foodservice sales manager Kristie Shriver, who currently distributes close to 4,000 cans of IZZE every week to 55 schools in the area. “Having a product like IZZE is a refreshing opportunity to offer something that is not only healthy, great tasting and stylish – but it is still a revenue generator. With the current debate against Coke and Pepsi, everyone seems to forget that these schools still need to make money. Foodservice departments in schools are self-supported and cannot survive without this type of revenue. IZZE is a viable option because it is a win-win for everyone – students, parents, faculty, and administrators alike.”

IZZE founder and CEO Todd Woloson agrees. “I am frustrated by the significant budget issues facing our education system today,” said Woloson. “The key to real success is to find a product that does not have refined sugar or caffeine, but at the same time is something kids actually want so that the desperately-needed school funding is not sacrificed. IZZE Sparkling juice is that product, and more and more schools are discovering that. Kids love the look and feel of IZZE and most importantly the taste – which ultimately translates into more sales and needed-funding for the schools.”

Approved for schools by the USDA, IZZE Sparkling Juice is an all-natural blend of pure fruit juice and sparkling water and is free of caffeine, artificial ingredients, high-fructose corn syrup, and all other refined sugars. IZZE also provides a serving of fruit based on the USDA Food Guide Pyramid.

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“Given our stricter wellness policies of only offering juice, milk and water, we needed something that the kids would actually want to drink,” said Bill Idell, director of nutrition services for the Marblehead Charter School in Massachusetts. “IZZE is working – the kids love the product. It’s translating into success for all.”

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, Safeway, 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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