



IZZE[®]
BEVERAGE COMPANY

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For Immediate Release

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IZZE[®] Beverage Company to Attend 2006 FMI Show

IZZE will unveil new Sparkling Apple flavor at booth #2400

BOULDER, Colo. (May 2, 2006) — IZZE Beverage Company, the leader in the sparkling juice category, will exhibit at the 2006 FMI show in Chicago May 7-9, at booth # 2400. In addition to sampling its established sophisticated profile of flavors, IZZE will showcase its newest and eighth flavor, Sparkling Apple.

Initially available in a 12-ounce glass bottle and an 8.4-ounce can, IZZE Sparkling Apple joins existing IZZE flavors Sparkling Blackberry, Sparkling Blueberry, Sparkling Clementine, Sparkling Grapefruit, Sparkling Lemon, 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, 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 eight flavors: Sparkling Apple, 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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