



For Immediate Release

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IZZE® Beverage Company's Project REACH to Launch Book Drive on Aug. 16

Trailer full of educational materials to arrive in Yakima Valley, Wash. on Aug. 18

BOULDER, Colo. (July 25, 2006) — IZZE Beverage Company, the leader in the sparkling juice category, announced today that its non-profit arm Project REACH is launching its latest program in Yakima Valley, Wash. Representatives of IZZE and Project REACH, a program that supports and creates education-based development for farm workers and their families in the communities where IZZE buys its fruit, will drive a trailer packed with English and ESL books and educational materials to the farm working community in Yakima.

Departing Boulder, Colo. on Aug. 16 and arriving in Yakima on Aug. 18, the trailer's contents will be hand delivered to a number of local programs including: Yakima Valley Farm Workers Clinic, Nuestra Casa, the Washington State Migrant Council, the Yakima Valley Mobile Unit Clinic, Parenting Programs, Americorps, and the Migrant Head Start Program.

"We visited Yakima Valley in January to source apples for IZZE's new Sparkling Apple flavor," said IZZE's CEO and founder Todd Woloson, who will be onsite in Yakima to help deliver the materials. "Known for producing some of the best apples in the world, the orchards of Yakima Valley are cared for and harvested by some of the most gracious and dedicated people that we have ever met. It was this visit to the region and face-to-face interaction with the community in need that inspired Project REACH's next program. We've been working hard to collect books and materials all year long and I'm thrilled the trailer is finally packed to the brim and is ready to depart!"

The central distribution point of the donated materials will be the "Safe Haven" building in Toppenish, Wash. The facility, which houses after-school recreational activities, tutoring and personal enrichment programs for the area's youth, is staffed by employees of the Northwest Community Action Center, a social-services agency affiliated with the Yakima Valley Farm Workers Clinic. Members of the Community HealthCorps, an affiliate of AmeriCorps, spend time reading to children visiting Safe Haven.

The Farm Workers Clinic itself will be a major beneficiary of the books. Children and parents visiting the clinic's doctors will be encouraged to take books to read together at home. In addition, the books will be stocked in the clinic's two mobile units, which travel throughout Southeastern Washington providing medical screenings, immunizations and emergency dental care. The Farm Workers Clinic also sponsors parenting programs in the Yakima Valley aimed at improving family relationships.

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IZZE Project REACH/Yakima, p.2

The Washington State Migrant Council, which operates several childcare facilities in the Yakima Valley, along with “Head Start” early childhood development programs, will also be a beneficiary. The Council’s facilities focus on caring for the children of migrants who are working in the area’s fields and orchards.

Books will also go to grateful women who gather at “Nuestra Casa” in Sunnyside, Wash. That agency provides learning opportunities and information on community resources for Spanish-speaking women who have recently arrived with their families to work in the Yakima Valley.

The final recipient will be “La Casa Hogar” in Yakima, which also provides educational opportunities for Spanish-speaking women, including ongoing English-as-a-second-language classes.

About Project REACH:

Founded in 2004 in partnership with Global Education Fund, Project REACH (a non-profit program fully managed and funded by the IZZE Beverage Company) supports and creates education-based development for farm workers and their families in the communities where IZZE buys fruit. To date we have established successful partnerships in three of IZZE’s fruit growing regions including the Yakima Valley of Washington State, where apples for IZZE Sparkling Apple are grown; Augusta, Maine, where most of IZZE’s blueberries are picked; Parlier, a small town in the San Joaquin Valley of Central California, where IZZE sources white grapes from. After a great deal of research and a needs-based assessment, we create partnerships with existing local non-profits that support literacy programs for farm workers. Our mission is to DO the work: find and ship books and educational materials, and rely on our partners’ expertise to help execute the programs. For more information, visit www.izze.com/projectreach.

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. 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. IZZE 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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