



## **PEPSICO ACQUIRES IZZE BEVERAGE COMPANY**

BOULDER, Colo. – September 26, 2006 – PepsiCo, Inc. has acquired IZZE Beverage Company, maker of all-natural, sparkling fruit juices. The agreement was announced today at a company-wide meeting at IZZE’s headquarters in Boulder, Colo.

IZZE is an up-and-coming brand in the rapidly expanding market for better-for-you beverages. Founded in 2002, the company has built a passionate base of consumers, primarily through grassroots marketing and sales efforts.

IZZE is now sold in Starbucks throughout the United States and Canada, as well as nationally in SuperTarget and Cost Plus World Market stores. It is also sold locally in Costco clubs, regular Target stores, Safeway, Whole Foods Markets, Wild Oats Markets, grocery stores, delis, and casual and fine dining restaurants across the United States, Canada, the Caribbean and South Pacific.

PepsiCo said that IZZE will remain in Boulder and continue to operate as a separate unit, reporting through Pepsi-Cola North America President and Chief Executive Officer Dawn Hudson.

“IZZE connects with people’s interest in great-tasting, healthier beverages,” said Hudson. “IZZE drinkers are young, healthy, active, and incredibly loyal. We’ll give IZZE the freedom and autonomy to preserve its identity while we develop the brand and help it grow.”

IZZE’s current distribution system will remain unchanged. PepsiCo will drive consumer awareness of the brand through increased marketing efforts.

“Though we’ll be run independently, there are immediate benefits to becoming part of PepsiCo,” said IZZE co-founder and CEO Todd Woloson. “Its sheer scale, along with its world-class marketing and sales teams, will create opportunities that I never would have thought possible four years ago. I’m looking forward to PepsiCo growing this business.”

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.

Terms of the agreement were not disclosed.

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## ***PepsiCo to Acquire Izzie Beverage Company***

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### **About Pepsi-Cola North America**

Purchase, N.Y.-based Pepsi-Cola North America ([www.pepsi.com](http://www.pepsi.com)) is the refreshment beverage unit of PepsiCo, Inc., in the United States and Canada. Its U.S. brands include Pepsi, Diet Pepsi, Jazz, Pepsi ONE, Wild Cherry Pepsi, Pepsi Twist, Pepsi Vanilla, Mountain Dew, Diet Mountain Dew, Mountain Dew Code Red, Mountain Dew LiveWire, Sierra Mist, Sierra Mist Free, Mug, Tropicana Twister Soda, Aquafina, Aquafina FlavorSplash, Aquafina Sparkling, Quaker Milk Chillers, Dole single-serve juices, Tropicana Juice Drinks and SoBe. The company also makes and markets North America's best-selling ready-to-drink iced teas and coffees, respectively, via joint ventures with Lipton and Starbucks.

### **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. For more information, visit [www.IZZE.com](http://www.IZZE.com).

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