



**IZZE**<sup>®</sup>  
BEVERAGE COMPANY

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## FOR IMMEDIATE RELEASE

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### **IZZE Beverage Company Celebrates Five-Year Partnership with Global Education Fund**

*2007 Marks IZZE's Fifth Year in Helping Provide Educational Resources to Needy Children Around the World*

BOULDER, Colo. (December 11, 2007) — This year, IZZE Beverage Company, the leader in the sparkling juice category, celebrates the fifth anniversary of its partnership with Global Education Fund (GEF). IZZE also is proud to report a year full of augmented GEF support toward the cause of helping the world's neediest children gain access to education.

Specifically, during 2007, IZZE significantly increased its financial contribution and invested hundreds of person-hours to GEF, such as book drives and fund raising efforts. IZZE also provides additional GEF visibility via packaging and public relations linkages. IZZE hopes to drive awareness of GEF's very important cause via these efforts.

Global Education Fund (GEF) is a nonprofit organization working to improve the lives of orphans and vulnerable children around the world through education. To date, GEF has sent books and set up libraries for children living in orphanages and remote villages in 21 countries. By doing this, GEF and IZZE are giving needy children the tools of literacy and empowering them to enter the workforce and lead more fruitful lives.

"Being a good global citizen is a key component of IZZE's mission, and a premise by which the company was born," said John Galloway, VP, General Manager, IZZE Beverage Company. "By supporting GEF, we are helping to improve the lives of orphans around the world by helping them gain access to educational resources which ultimately helps reverse the cycle of poverty."

"IZZE has been a part of Global Education Fund since it was founded," said Eliza Woloson, GEF Executive Director. "They are committed to helping us improve the lives of needy children and it is a commitment that they put right on the bottle. We look forward to continuing to grow the partnership and impact even more needy children with their generous donations."

IZZE partners with Global Education Fund on a number of book drives and fund raising initiatives. For the last 12 months, IZZE and GEF have run a School Partnership Program in the Denver/Boulder area. These month-long book drives collect thousands of books and promote awareness of the educational plight of needy children around the world. To date, more than 100,000 books have been collected.

In 2008, with IZZE's continued support, GEF will be focusing its efforts on providing educational resources and support to Kenya, Africa where 2.5 million children are orphaned and few have easy access to schools and educational tools like notebooks, textbooks or lunch fees.

To learn more, please visit [www.IZZE.com](http://www.IZZE.com) or [www.globaleducationfund.org](http://www.globaleducationfund.org).

#### **About IZZE Beverage Company**

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. In 2006, IZZE Beverage Company was acquired by PepsiCo, but continues to operate independently out of Boulder, CO. IZZE is available in seven flavors: Sparkling Apple, Sparkling Blackberry, Sparkling Blueberry, Sparkling Clementine, Sparkling Grapefruit, Sparkling Pear and Sparkling Pomegranate, and is sold in four-packs, 12-packs, single-serve 12- and 16-ounce glass bottles, and single-serve 8.4-ounce cans. It is sold nationally in Target, Starbucks and Whole Foods Market as well as in a variety of grocery stores, delis, and restaurants across the country. IZZE's philanthropic focus is to improve people's lives through education and to encourage literacy by providing books and educational opportunities to those in need. IZZE brings this focus to life through a partnership with Global Education Fund. [www.IZZE.com](http://www.IZZE.com).

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