



IZZE[®]
BEVERAGE COMPANY

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FOR IMMEDIATE RELEASE

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IZZE Beverage Company Introduces New IZZE esque™ at Expo West

Low calorie, nothing artificial **IZZE esque** is first brand extension; Inspired by consumer feedback

BOULDER, Colo. (March 9, 2007) — IZZE Beverage Company, the leader in the sparkling juice category, will launch its first brand extension, low calorie, nothing artificial **IZZE esque**™, at the Natural Products Expo West in Anaheim, Calif., March 9-11, at booth #4387. Combining sparkling water, real fruit juice, natural flavors and nothing artificial, this light, thirst quenching beverage will delight the senses and provide the flavorful refreshment one can expect from IZZE.

“Our IZZE consumers asked us for a lower calorie IZZE option that was also great tasting, so we listened and developed low-calorie **IZZE esque**,” said John Galloway, VP, General Manager, IZZE Beverage Company. “It is a delicious, refreshing beverage that will meet consumers’ demands and fill a gap in the current low calorie beverage offerings because it is made with nothing artificial.”

Like IZZE Sparkling Juice, **IZZE esque** is a blend of sparkling water, real fruit juice and nothing artificial. **IZZE esque** is available in three flavors: Sparkling Mandarin, Sparkling Black Raspberry, and Sparkling Limon. One **IZZE esque** has less than half the calories of most IZZE Sparkling Juices with only 40 calories per 8 oz. serving. It will be available in single 12 oz. glass bottles and 4-packs of 12 oz. glass bottles. Pricing will be in line with IZZE Sparkling Juices.

IZZE esque will be available to consumers this summer in most places where you can find IZZE Sparkling Juices. For more information, please visit www.izze.com/esque.

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. In 2006, IZZE Beverage Company was acquired by PepsiCo. 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. It is sold nationally in Starbucks and Whole Foods Markets 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 cultural discovery and to encourage literacy by providing books and educational opportunities to those in need. For more information, visit www.izze.com.

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