



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

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**FOR IMMEDIATE RELEASE**

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**IZZE Beverage Company Introduces First Brand Extension:**

**Low-Calorie "IZZE<sup>®</sup> esque<sup>™</sup>"**

*Made with Nothing Artificial **IZZE esque** is Unique in Low-Calorie Beverage Space*

BOULDER, Colo. (May 16, 2007) — This month, IZZE Beverage Company, the leader in the sparkling juice category, introduces its first brand extension — low-calorie "**IZZE<sup>®</sup> esque<sup>™</sup>**." Like IZZE, **IZZE esque** is made with real fruit juice, sparkling water and nothing artificial. There are no artificial sugars, colors or flavors in this product which makes it highly unique in the low-calorie beverage space.

"Our IZZE consumers have been asking us for a lower calorie IZZE option that delivers what they've come to expect from us – great tasting sparkling juice with nothing artificial added. So, we listened and developed **IZZE esque**," said John Galloway, VP, General Manager, IZZE Beverage Company. "It is a delicious, refreshing beverage that will meet consumer demand as it has only 40 calories per 8 oz. serving."

**IZZE esque** is available in IZZE's signature 12 oz. glass bottles and four-packs 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.

**IZZE esque** is available now, exclusively at Whole Foods Market and in June will be found more broadly where IZZE is sold. Pricing is in line with IZZE Sparkling Juices. To generate awareness and reward **IZZE esque** fans, consumers can collect bottle caps that spell "L-O-W C-A-L-O-R-I-E" to receive a free IZZE T-shirt.

In conjunction with the May **IZZE esque** launch and national bike month, Boulder-based IZZE will be giving away Electra Cruiser bikes in an on-line consumer sweepstakes. By giving away these easy-going bikes, IZZE further promotes a healthful and discovery-oriented lifestyle.

For more information and details on these promotions, please visit [www.izze.com/esque](http://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 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 cultural discovery and to encourage literacy by providing books and educational opportunities to kids in need by partnering with Global Education Fund. For more information, visit [www.izze.com](http://www.izze.com).

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