



IZZE[®]
BEVERAGE COMPANY

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FOR IMMEDIATE RELEASE

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IZZE Beverage Company Introduces All-Natural IZZE[®] Sparkling Peach

Sparkling Peach is IZZE's First Stone-fruit Flavor and will Debut in New, Brighter IZZE Packaging

BOULDER, Colo. (February 13, 2008) — In March, IZZE Beverage Company, the leader in the sparkling juice category, will be adding all-natural IZZE[®] Sparkling Peach to its line of sparkling juice flavors. The simple, true-to-the-fruit flavor will be a refreshing beverage option for consumers.

"We're introducing IZZE Sparkling Peach, because we wanted a flavor that would be a unique addition to our current line. It will be our first stone-fruit flavor, which basically means the flavor comes from a fruit that has a large seed or pit in the middle—the peach," said John Galloway, VP, General Manager, IZZE Beverage Company. "Just think of biting into a juicy peach and enjoying the succulent taste—we've bottled that and added some sparkle, so it's fun to drink and tastes great."

IZZE Sparkling Peach is an all-natural blend of pure fruit juice and sparkling water with nothing artificial. It is best served chilled. Because of its simple, true-to-the-fruit flavor, IZZE Sparkling Peach complements a variety of foods including a light salad of mixed greens with fresh mozzarella and crunchy almonds or a main dish of grilled salmon. IZZE Sparkling Peach, with its stylish packaging, is also great for entertaining. Serve it as is or use it as a mixer for unique sparkling cocktails.

IZZE Sparkling Peach, in a four-pack of 12-ounce glass bottles, will be available exclusively at Whole Foods Market in March and later this spring will be found more broadly where IZZE is sold. Pricing is in line with IZZE Sparkling Juices.

This spring, with the introduction of IZZE Sparkling Peach, IZZE will debut new graphics on its 12-ounce four-pack carrier. The packaging will be brighter for greater impact on shelf and will continue to be inline with IZZE's approach to communicating true-to-the-fruit in a simple, stylish way.

For more information, visit www.IZZE.com.

Media Note: Visit IZZE Beverage Company at booth #2857 at Natural Products Expo West in Anaheim, Calif., March 14-16, 2008 to sample IZZE Sparkling Peach and see IZZE's updated packaging.

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. For more information, visit www.IZZE.com.

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