



IZZE[®]
BEVERAGE COMPANY

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FOR IMMEDIATE RELEASE

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This Holiday Season Select IZZE[®] Sparkling Juices Shine in New Silver Packaging
Already wrapped and ready to go, IZZE[®] Sparkling Juices in the holiday pack are a perfect gift.

BOULDER, Colo. (November 1, 2007) — This holiday season select IZZE[®] Sparkling Juices will be donning cocktail attire. For a limited time, IZZE, in the four-pack of 8.4-ounce cans, will be swapping its brightly-colored packaging for a new, simply silver one, making IZZE a great choice for all holiday gift-giving needs.

"This is our first year for designing an IZZE holiday package and we are excited to offer consumers this option," said John Galloway, VP and general manager, IZZE Beverage Company. "It will allow people to be creative with their holiday gift-giving ideas and break out from the usual hostess or co-worker gifts. In the new silver packaging, IZZE is a great-tasting gift option that's wrapped and ready to go."

IZZE Sparkling Juice is a blend of pure fruit juice and sparkling water with nothing artificial. It is delicious served chilled over ice in an elegant glass or for use as a mixer. Mix IZZE Sparkling Pomegranate with vodka for a delicious martini or pair Sparkling Clementine with champagne for a distinctive mimosa.

Bring IZZE as a gift to your favorite host or hostess and they will be impressed with your thoughtfulness and creativity. Want to make it more unique? Include a recipe for your favorite IZZE cocktail and bring the drink ingredients, too.

During the holidays, it also is helpful to have a few versatile gifts on hand, in case an extra friend comes to the gift exchange or you want to say 'thank you' to the neighbor who shoveled your walk. IZZE Sparkling Juice is a great option for this type of gift because IZZE can be enjoyed by all. During the time-crunched holidays, it's the personal touches that make a difference. Let the recipient know you've chosen to give them your favorite IZZE flavor or take a moment to sit, chat and share an IZZE.

IZZE's limited edition, silver holiday packaging will be available exclusively at Target in the four-pack of 8.4-ounce cans in five delicious flavors including: Sparkling Blackberry, Sparkling Clementine, Sparkling Grapefruit, Sparkling Pomegranate and Sparkling Apple. Suggested retail price is \$3.19. For more information, visit www.IZZE.com.

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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