



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

2990 Center Green Court South  
Boulder, Colorado 80301  
PHONE 303 327 5515  
FAX 303 327 5519  
WEB IZZE.COM



## IZZE<sup>®</sup> Sparkling Juice Launches Limited Edition Halloween Pack

BOULDER, Colo. (Sept. 8, 2008) — This month, consumers can find IZZE<sup>®</sup> Fortified Halloween Blackberry. It's not a new flavor, just IZZE in a great Halloween costume!

Specifically, the IZZE Fortified Sparkling Blackberry 8.4-oz can and four-pack packaging has been painted black for the fall's trick and treat holiday. For a limited time, the name has also been changed to "Halloween Blackberry." When paired with IZZE Fortified Sparkling Clementine's orange cans, consumers can add a festive sizzle to their ghoulish get-togethers.

As an added bonus for consumers, an IZZE recipe for "Frightening Fizz" will be available at Target in the Halloween area with the limited edition packaging.

IZZE Fortified Sparkling Juice is 70% fruit juice with a splash of sparkling water. It is made with natural ingredients and fortified with vitamins. For more information, visit [www.IZZE.com](http://www.IZZE.com)

**Media Contact:** Meg Heitlinger, 303.200.5111, [meg@izze.com](mailto:meg@izze.com)