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**Keep Things Light in the New Year with Reformulated, Low-Calorie IZZE® esque™**  
*Now with Fewer Calories and More Fruit Juice, IZZE® Beverage Company Introduces Reformulated 50-Calorie Sparkling Juice Option*

BOULDER, Colo. (January 12, 2010) — [IZZE® Beverage Company](http://www.izzes.com) announced today that it has launched its newly reformulated, low-calorie IZZE® esque™ nationwide, adding sparkle to the New Year. A perfect, bubbly beverage option for anyone trying to stay true to their New Year's resolutions, all-natural IZZE esque doesn't sacrifice great taste for low calories.

Light, refreshing and effervescent, IZZE esque has been reformulated with 25 percent pure fruit juice and sparkling water. Now with even fewer calories and more fruit juice, every 12 ounce bottle has just 50 calories and only 11 grams of sugar – all from fruit juice. As with IZZE Sparkling Juice, IZZE esque is all-natural and contains no refined sugars, caffeine, preservatives, artificial colors or flavors.

IZZE esque is a perfect, low-calorie option for consumers looking for a healthier beverage alternative. It's simple to ease your way through New Year's resolutions with these three crisp and delicious flavors: Sparkling Black Raspberry, Sparkling Limon and Sparkling Mandarin.

"The New Year signifies a new start and we are delighted to introduce the reformulated, great-tasting addition to our line-up of all-natural beverages," said Kelly Carioti, VP of IZZE. "While IZZE esque has been a popular option for health-conscious consumers, we've upped the ante by increasing the amount of fruit juice while lowering the calorie count – and making sure they're still delightful to drink."

Staying true to its stylish heritage, IZZE has also redesigned the IZZE esque logo and accompanying graphics on the label and packaging to complete the revamp. IZZE esque can now be found in an attractive, modern packaging that is sure to inspire the artistic sparks of IZZE fans.

IZZE esque is now available nationwide in Whole Foods Market, as well as in select grocery stores, delis, casual and fine restaurants for a suggested retail price of \$1.39 to \$1.69 per bottle or \$4.99 to \$5.49 per 4-pack.

For more information about IZZE esque or the range of IZZE Sparkling Juices, recipes, information on IZZE's philanthropic mission and much more, please visit [www.izzes.com](http://www.izzes.com). To join the community, follow IZZE on [Twitter](https://twitter.com/IZZETASTEAGENTS) (IZZETASTEAGENTS) and become a friend on [Facebook](https://www.facebook.com/izzes).

### **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 and is based in Boulder, CO. IZZE is available in eight flavors: Sparkling Apple, Sparkling Blackberry, Sparkling Blueberry, Sparkling Clementine, Sparkling

Grapefruit, Sparkling Lime, Sparkling Peach 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](http://www.IZZE.com).

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