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You'll Love What's Inside!
IZZE® Beverage Company Launches Stylish Ad Campaign and Viral Website
New Campaign and Promotion Lets Consumers Get Creative

BOULDER, Colo. (October 13, 2009) — [IZZE® Beverage Company](http://www.izzbeverage.com) is excited to announce the launch of its “You’ll Love What’s Inside” campaign, complete with print ads and an online promotion. The new campaign highlights IZZE’s all-natural sparkling juices and provides consumers with the opportunity to interact with the brand in a fun, creative way.

Print ads supporting the campaign are currently running in *Details*, *Entertainment Weekly*, *GQ*, *InStyle*, *People* and *People Style Watch*. Featuring the striking visual of real fruit inside of IZZE bottles, the ads show that IZZE products are made of pure fruit juice and sparkling water, with no refined sugars, caffeine, preservatives, artificial colors or flavors. Designed by Boulder-based Vermilion, the ads also include a call to action for consumers to create and send messages to their friends at www.izzbeverage.com/share.

The online campaign centers around a fun, easy-to-use IZZE Sparkle Generator that connects people with their friends. Consumers can send Sparkles to each other – messages that describe what’s special about their friends - “what’s on the inside.” These uplifting messages are lighthearted and creative, reflecting IZZE’s core brand equities as well as the positive spirit of IZZE fans. Consumers can also use Facebook Connect to send Sparkles to their Facebook friends directly via www.izzbeverage.com/share.

“Our consumers are always telling us how they love sharing IZZE with their friends,” said IZZE VP Kelly Carioti. “We wanted to provide them with a creative way to share how they feel about their friends.”

Sharing what’s inside may bring consumers a little something to wear outside – people who send 20 Sparkles and have at least 20 Sparkles accepted by their friends will receive a limited edition IZZE Sparkling Lime t-shirt while supplies last. They can also join the Natural Rewards Program for a chance to win an IZZE branded iPod Shuffle by having 100 Sparkles accepted by their friends!

For more information about “You’ll Love What’s Inside” or the range of IZZE Sparkling Juices, please visit www.izzbeverage.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 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.

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