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**IZZE® Beverage Company Introduces Cool New Flavors for Hot Summer Days**  
*Sparkling Birch, Sparkling Ginger and Sparkling Lime Now Available*

BOULDER, Colo. (June 29, 2009) — IZZE® Beverage Company today announced the debut of two all-natural flavors: Sparkling Birch and Sparkling Ginger. In addition, Sparkling Lime, which has been wildly popular in natural grocery stores nationwide, will now be available wherever IZZE is sold. The refreshing, down-to-earth taste makes these unique flavors ideal for keeping summer months delicious and cool the natural way.

Summertime means beach parties, barbecues and refreshing drinks. Sparkling Birch, Sparkling Ginger and Sparkling Lime add sparkle to any festivity with simple, light flavors that can also serve as delicious mixers. All three flavors complement the warm weather as well as a variety of summer foods, making them the beverage of choice when it comes to entertaining friends. Of course, IZZE's eye-catching bottle design adds a welcomed accent to any party!

"This is the ideal time of year to introduce two new sparkling flavors to the IZZE lineup and to expand the availability of Sparkling Lime," said Kelly Carioti, VP, IZZE. "As people gather to socialize during the summer months, these refreshing beverages can be paired with a favorite dish or as a key ingredient in a delicious smoothie."

Sparkling Birch and Sparkling Ginger are made with natural birch and ginger extracts for just the right balance of sparkling refreshment. Sparkling Lime rounds out IZZE's sparkling juice flavors with 70% juice and a splash of sparkling water. As with all IZZE products, these three new flavors contain no refined sugars, caffeine, preservatives or artificial colors or flavors, which means healthy ingredients aren't sacrificed for great taste.

In April, IZZE unveiled Sparkling Lime in natural grocery stores nationwide. In response to high consumer demand, Sparkling Lime will now be available wherever IZZE is sold, making it easier than ever for everyone to enjoy a twist of the company's freshest flavor. Best served chilled, Sparkling Birch and Sparkling Ginger will now be available in four-packs of 12-ounce glass bottles exclusively at Whole Foods Markets.

For more information and recipes, visit [www.IZZE.com](http://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 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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