



IZZE[®]
BEVERAGE COMPANY

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FOR IMMEDIATE RELEASE

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IZZE Beverage Company Introduces All-Natural IZZE[®] Sparkling Lime

BOULDER, Colo. (March 3, 2009) — In April, IZZE Beverage Company, the leader in the sparkling juice category, will be adding all-natural IZZE[®] Sparkling Lime to its line of sparkling juice flavors. The simple, true-to-the-fruit flavor will be a refreshing beverage option for consumers.

"We're excited to add Sparkling Lime to our existing line of seven flavors. Sparkling Lime is the perfect summer flavor, a crisp and light citrus flavor that goes well with food," said Kelly Carioti, IZZE VP.

IZZE Sparkling Lime is an all-natural blend of pure fruit juice and sparkling water with nothing artificial. It is best served chilled. Because of its simple, true-to-the-fruit flavor, IZZE Sparkling Lime complements a variety of foods. IZZE Sparkling Lime, with its stylish packaging, is also great for entertaining. Serve it as is or use it as a mixer for unique sparkling cocktails.

IZZE Sparkling Lime, in a four-pack of 12-ounce glass bottles, will be available at Whole Foods Market in April and later this spring will be found more broadly where IZZE is sold. Pricing is in line with IZZE Sparkling Juices.

For more information, visit www.IZZE.com.

Media Note: Visit IZZE Beverage Company at booth #2936 at Natural Products Expo West in Anaheim, Calif., March 6-8, 2009 to sample IZZE Sparkling Lime.

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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