



IZZE[®]
BEVERAGE COMPANY

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

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Contact: Meg Heitlinger, 303.200.5111, meg@izze.com

IZZE Beverage Co. Partners with Fashion Designer to Develop Signature IZZE[®] Garments

IZZE Branded Men's and Women's Styles Designed by Loris Diran, Couture Fashion Designer

BOULDER, Colo. (May 27, 2008) — IZZE Beverage Company, the leader in the sparkling juice category, is debuting its signature line of IZZE[®] fashions, designed by Loris Diran, at events in New York and Los Angeles.

"Art and style are synonymous with the IZZE brand. Engaging with the fashion world was a natural step for us," said Kelli McCusker, CMO, IZZE Beverage Company. "We sought to have a collection of pieces that represented the brand's personality which includes bold use of color combined with stylish simplicity. Also, we go to events all the time where so many of the 'brand teams' are found wearing basic t-shirts, polos or button downs. In the spirit of IZZE, we stepped out of the box and took it to the next level through our partnership with designer Loris Diran."

IZZE focused on finding a design partner who had an innate sense of the brand and could bring it to life through fashion. Couture fashion designer, Loris Diran, was selected because of his simple silhouettes and use of color. Also, his pedigree was undeniable given that he worked with legendary design houses, VERSACE and CHANEL. Last, his collection of men's and women's Ready to Wear fit the style IZZE was looking for to create its premium signature pieces.

"IZZE as a brand is very simple and stylish, so it was fun to use the logo and color palette to create a signature line that encompasses the energy of the brand," said Loris Diran, couture fashion designer. "I'm excited with how the pieces turned out and look forward to seeing them worn."

The signature pieces will be worn by IZZE "taste agents" who represent the brand at the most aspirational events across the country. They offer the refreshing, better-for-you IZZE libations to influential guests -- offering a tasteful non-alcoholic option or a fabulous cocktail.

IZZE Sparkling Juice is an all-natural blend of pure fruit juice and sparkling water with nothing artificial. It is available in seven true-to-the-fruit flavors, including *new* Sparkling Peach which rounds out the IZZE line with its peachy succulence that complements light meals and beverage mixing occasions.

Loris Diran's signature collection for IZZE includes:

- IZZE men's polo – made of a fine cotton jersey, this raw-edged polo shirt makes a statement in a rich blackberry shade with a pomegranate IZZE slice silkscreen artwork print by Mr. Diran placed uniquely off-centered at the hem.
- IZZE European-fit men's dress shirt – a peachy twist on the classic men's dress shirt, this hand-tailored piece finishes with French cuffs at the wrists and an embroidered IZZE logo designed by Mr. Diran on the chest.
- IZZE ruffled camisole – a blackberry-colored silk satin Charmuese camisole with ruffles crisscrossing at the neck and flowing lines to the hem with the contrasting IZZE slice artwork peaking around the side.

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Two Couture Fashions to Be Auctioned to Benefit Non-Profit

For good, IZZE partners with Global Education Fund (GEF). GEF is a nonprofit organization working to improve the lives of orphans and vulnerable children around the world through education. As a fundraiser for GEF, Loris Diran, in partnership with IZZE, will be designing two signature couture gowns to be auctioned off this summer with the proceeds going to benefit GEF.

In 2008, GEF is focusing its efforts on helping needy children in Kenya, Africa. To date, GEF has sent books and set up libraries for children living in orphanages and remote villages in 21 countries. By doing this, GEF and IZZE are giving needy children the tools of literacy and empowering them to enter the workforce and lead more fruitful lives.

For more information, visit 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. 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, (new!) 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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