



FOR IMMEDIATE RELEASE

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Odwalla® Launches Reduced-Calorie Quenchers

New Odwalla® Mojito Mambo™ and Pomegranate Strawberry

Juice Drinks with TRUVIA™ Natural Sweetener -- just 50 calories per serving

Half Moon Bay, Calif., December 17, 2008 — Odwalla, Inc., the nation's leading health beverage brand, is adding two new reduced-calorie juice drinks to its product portfolio.

Odwalla® Mojito Mambo™ natural juice drink with vitamins C & E and Odwalla® Pomegranate Strawberry natural juice drink from concentrate with vitamins C & E — on retailer shelves this month — are refreshing nutritional beverages with one-half the calories and sugar of other leading premium juice drinks. They are fortified to provide 50 percent of the Daily Value of antioxidant vitamins C and E.

Sweetened with the right combination of TRUVIA™ natural sweetener, organic evaporated cane juice and fruit juices, Odwalla Mojito Mambo and Odwalla Pomegranate Strawberry each has 50 calories per 8-oz. serving for consumers who are seeking a natural reduced calorie and reduced sugar beverage.

Developed jointly by Cargill and The Coca-Cola Company, TRUVIA natural sweetener is a great-tasting, zero-calorie natural sweetener using *rebiana*, which comes from the best-tasting part of the stevia leaf. Harvested at the peak of sweetness, stevia leaves are dried and steeped in water, much like tea. This extract is then further refined and purified. The finished product is the pure, natural sweetness of rebiana.

“In the Odwalla tradition, flavor comes first, and Odwalla Mojito Mambo and Odwalla Pomegranate Strawberry are delicious, refreshing juice drinks,” said Chris Brandt, Odwalla Vice President of Marketing. “In addition, they offer 50 calories per 8 oz serving and excellent antioxidant power.”

The new Odwalla quenchers are made with natural ingredients and fortified with 50% of the Daily Value of antioxidant vitamins C and E in each serving. Like all Odwalla products, Mojito Mambo and Pomegranate Strawberry do **not** contain any artificial flavors, colors, sweeteners, or preservatives.

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Odwalla Mojito Mambo and Odwalla Pomegranate Strawberry will be available in 450 mL (15.2 fl. oz) grab-n-go recyclable plastic bottles at a suggested retail price of \$3.29. All Odwalla products are artfully made and wrapped in unique, brightly colored labels.

Consumers can expect to find Odwalla Mojito Mambo and Odwalla Pomegranate Strawberry on shelves in natural food stores, select supermarkets and specialty outlets across the country.

About Odwalla

Odwalla, Inc., the nation's leading natural health beverage company, delivers nourishment coast to coast with the Odwalla family of juices, juice drinks, soy beverages and nourishing food bars. Odwalla has been making juices and innovating in the natural health beverage category for more than 25 years. Its nourishing beverages and food bars are available in natural food stores, select supermarkets and specialty outlets throughout the country.

To learn more about Odwalla products and Odwalla's commitment to the environment, please visit www.Odwalla.com or call 1.800.ODWALLA.