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SIMPLY ORANGE JUICE COMPANY KEEPS IT SIMPLE FOR ON-THE-GO CONSUMERS WITH NEW SINGLE-SERVE CARAFES

APOPKA, Fla., (May 15, 2007) – Simply Orange Juice Company is expanding its flourishing portfolio of refreshing, not-from-concentrate chilled juices and juice drinks with the introduction of new 13.5 fl. oz. single-serve carafes. Single-serve Simply Orange® Original, Simply Orange Calcium, Simply Lemonade® and Simply Limeade® varieties are available to retailers now.

The new package option will allow the Simply line to provide a convenient, portable container for the growing on-the-go consumer base, and give existing Simply lovers a new way to enjoy their favorite beverage any time of day.

“We are giving consumers more ways to enjoy Simply Orange, Simply Lemonade and Simply Limeade beyond the breakfast table and beyond the home,” said Ashley Schmidt, senior brand manager, Simply Orange. “With the incredible growth we’ve seen in the original 59 fl. oz. package size for Simply products, we’re confident consumers will respond to these new, convenient versions of our Orange Juice, Lemonade and Limeade.”

Simply Orange was launched nationally in 2003 and has established itself as a premium player in the not-from-concentrate chilled orange juice category. Simply Lemonade and Simply Limeade have moved the Simply line to the forefront of the chilled ades category since launching nationally in 2006 – resulting in Simply becoming the #2 brand in the category¹.

By creating products that deliver a premium, fresh-squeezed taste experience, the Simply line grew its share of the chilled juice/juice drink category by more than 25 percent in 2006 alone². To ensure a size for every consumer, in February of this year Simply Orange introduced a new 89 fl. oz. family-size carafe for the two top-selling orange juice varieties, Simply Orange Original and Simply Orange Calcium. Later this year, retailers can expect additional new product launches as part of the Simply line expansion.

The company will support the Simply line in 2007 with a comprehensive marketing program that includes a multi-media advertising plan, a public relations campaign, consumer promotions and in-store sampling.

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About Simply Orange Juice Company Products

Since the launch of the Simply Orange Juice Company’s flagship product, Simply Orange[®], the Simply line has established an impressive market share in an otherwise declining chilled orange juice category. Committed to creating not-from-concentrate juices that offer consumers a premium fresh-squeezed taste experience, the Simply line has since expanded to include four different varieties of Simply Orange, Original, Calcium, Grove Made and Country Stand, now available in multiple packages – 59 fl. oz., 89 fl. oz. and 59 fl. oz. twin pack and 13.5 fl. oz. single-serve bottles. In 2006, the company expanded the Simply line even further with the launch of Simply Lemonade[®] and Simply Limeade[®], now available in 59 fl. oz. and 13.5 fl. oz. single-serve bottles.

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^{1,2} Across all measured channels according to AC Nielsen (January – December 2006).

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