



## **POWERADE® Invites Young Athletes to “PLAY” with Youth-Focused Sports Drink**

*Sports drink for youngsters features less sugar and more vitamins*

January 31, 2010 (Whitestone, NY) – POWERADE hydrates and energizes many of the country’s best athletes. Now, with the introduction of POWERADE PLAY™, the brand will do the same for the next generation of superstars. POWERADE PLAY is formulated for the young athlete, blending great taste with less sugar and more vitamins than the leading sports drink, so parents will be just as excited about it as their kids!

“Everyone knows how important it is for our young people to have an active lifestyle. We felt there was a clear need for a sports drink to support the mission,” said Frank Bracken, POWERADE brand director. “POWERADE PLAY fits the bill—it keeps young athletes hydrated with an innovative sports drink option both youngsters and parents will love.”

Coaches and parents will appreciate the benefits that POWERADE PLAY has to offer. With just 60 calories per 12 fluid ounce bottle, it has 25% less sugar than traditional sports drinks. POWERADE PLAY is enhanced with 100% of the Daily Value (DV) of Vitamin C and 20% DV Zinc to help support a healthy immune system. POWERADE PLAY also boasts 20% of the DV of Vitamins B3, B5, B6 and B12 to boot. And like the brand’s flagship, POWERADE PLAY will feature POWERADE’s ION4™ electrolyte system, which helps replenish four electrolytes lost in sweat (sodium, potassium, calcium and magnesium). Throw in 100% natural flavors, on-pack illustrations of partner athletes Ryan Howard, Chris Paul and Venus Williams, and great taste and it is a fantastic combination for the active youngster.

POWERADE PLAY will roll out on shelves in March and will come in familiar great-tasting POWERADE flavors—Mixed Berry, Fruit Punch, Grape and Orange. The product will be available in 6 and 12 packs of 12 fl oz bottles.

POWERADE PLAY is the latest release from POWERADE, the category leader in innovation. In May of 2008, POWERADE introduced POWERADE ZERO™, a zero calorie sports drink that features the electrolyte and hydration benefits of a sports drink without the calories. Last March, the brand unveiled its new formulation, POWERADE ION4®, which helps replenish four electrolytes in the same proportion as they are lost in sweat.

“Young athletes have an increased risk of dehydration and overheating,” said Registered Dietitian and POWERADE® advisor, Marie Spano. “Therefore, I recommend POWERADE PLAY™ for all active youth. It’s electrolyte-enhanced, lower in sugar, full of important vitamins and tastes great—that’s a recipe parents will appreciate.”

### **About POWERADE**

**POWERADE**, the complete sports drink, is part of the Active Lifestyle Brands (ALB) unit of Coca-Cola North America. ALB consists of brands that offer tasty hydration for every occasion, including **vitaminwater®**, **smartwater®**, **POWERADE®**, **FUZE®**, **NOS®** and **Full Throttle®**. The Coca-Cola Company is the world’s largest beverage company, refreshing consumers with more than 500 sparkling and still brands. For more information about **POWERADE**, visit [www.us.powerade.com](http://www.us.powerade.com).

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