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**glacéau brings low calorie to the next level!**

*new vitaminwater zero™ provides a naturally sweetened beverage that's enhanced with helpful nutrients -- zero calories per 8 fl oz serving attached!*

whitestone, ny (november 17, 2009) – the pioneers of the enhanced-water beverage category have welcomed a new member to the family. **vitaminwater zero** – a naturally sweetened, great-tasting beverage option that (in case you don't get the hint) has zero calories per 8 fl oz serving! not to mention, every bottle is an excellent source of vitamin c and four essential b vitamins.

"**vitaminwater zero** complements the **vitaminwater** base brand very nicely," said matt kahn, senior vice president of marketing for **vitaminwater**. "**vitaminwater zero** provides an ideal option for calorie-conscious consumers looking for a great-tasting beverage with added nutrients."

don't get us wrong, creating the perfect combination of ingredients isn't as simple as it sounds! in order to squeeze all of these benefits into one bottle, **vitaminwater** hydrologists used the best from nature and science. **vitaminwater zero** is naturally sweetened with Truvia™, a high-purity extract of the stevia leaf, for great taste, and a range of nutrients including b vitamins, vitamin c, and added electrolytes (calcium, magnesium and potassium).

**vitaminwater zero** is available in seven great-tasting flavors: xxx (acai-blueberry-pomegranate), squeezed (lemonade), rise (orange), mega-c (grape-raspberry), go-go (mixed berry), recoup (peach-mandarin) and revitalize (green tea).

#### about vitaminwater zero

**vitaminwater zero™** – the perfect zero calorie per 8 fl oz combination that is naturally sweetened, great-tasting and enhanced with helpful nutrients – is part of the Active Lifestyle Beverages (ALB) unit of The Coca-Cola Company. ALB consists of brands that offer great-tasting 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 **vitaminwater zero**, visit [www.glaceau.com](http://www.glaceau.com).

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