



NAKED® JUICE TEAMS UP WITH THE RAINFOREST ALLIANCE FOR SUSTAINABLE FRUIT PROCUREMENT

First U.S. Based Juice Made with Certified Sustainably Grown Bananas

Azusa, Calif. (April 14, 2009) – As part of its commitment to strengthen responsible and sustainable procurement practices, [Naked® Juice](#) today announced that it is collaborating with the [Rainforest Alliance](#), an international nonprofit organization working to ensure sustainable livelihoods for people while protecting wildlife and the environment. Naked Juice becomes the first U.S. based juice company to team up with the Rainforest Alliance, demonstrating its dedication to acting as responsible members of the global community. Consumers can now begin looking for the Rainforest Alliance Certified™ seal on Naked Juice products containing bananas, which are found in 80% of Naked Juice products.

“We’re big on environmental responsibility, especially when it affects the very fruits we put in our delicious products,” said Mikel Durham, general manager of Naked Juice. “We know that our consumers care deeply about their impact on the environment and we’re always working hard at Naked Juice to reduce our footprint. Working with the Rainforest Alliance is a great way to make a big difference – one banana at a time.”

Sustainable and Responsible Sourcing

Naked Juice is committed to sourcing the best fruit for its 100% juice products; whether pomegranates from California, apples from the Pacific Northwest, mangoes from Mexico, or pineapples from Hawaii – and now, bananas from Costa Rican Rainforest Alliance Certified farms. The relationship with the Rainforest Alliance announced today recognizes the great work the environmental conservation organization has done in reinventing the banana industry – once criticized for deforestation and poor working conditions – and transforming banana plantations into sustainable businesses.

Procuring and using bananas from Rainforest Alliance Certified farms is yet another milestone in Naked Juice’s ongoing commitment to operate in a sustainable manner. Certification from the Rainforest Alliance is earned only by farms that meet the following criteria:

- Environmental – Growing products in a way that protects the environment by:
 - Reducing water pollution and soil erosion
 - Protecting wildlife habitats
 - Decreasing waste and water use
- Social – Improving conditions for agricultural workers by:
 - Providing safe work areas and clean drinking water
 - Offering dignified wages
 - Creating decent housing and living conditions

Naked Juice Teams Up With The Rainforest Alliance – cont.

- Providing access for workers and families to schools, health care, transportation, and training
- Economic – Implementing better business practices by:
 - Providing tools and training to increase efficiency
 - Decreasing use of pesticides and its related costs
 - Maximizing natural resources in a sustainable manner

“Naked Juice is a great addition to the roster of companies that are taking important steps to be responsible about the environment and labor practices,” said Sabrina Vigilante, director of markets for the Rainforest Alliance sustainable agriculture program. “The Rainforest Alliance, leading brands such as Naked Juice, as well as the consumers they serve, are helping to ensure that the resources we depend on today will be here far into the future.”

Naked Juice: Reducing its Impact on the Environment

This move is another step in Naked Juice’s efforts to decrease its impact on the environment. Late last year, the company also announced that it is moving to a new, state-of-the-art facility designed to meet the criteria for LEED certification and reflects its commitment to making superior products in environmentally responsible buildings.

Consumers of Naked Juice’s all-natural 100% juice smoothies can know that they are not only choosing a product that is good for them, but that it comes from a company committed to reducing its impact on the environment.

Naked Juice products containing Rainforest Alliance Certified bananas are:

- Acai Machine
- Berry Blast
- Black & Blueberry Rush
- Blue Machine
- Cherry Pomegranate Power
- Gold Machine
- Green Machine
- Mighty Mango
- Orange Mango Motion
- Pomegranate Acai
- Probiotic Tropical Mango
- Protein Zone
- Protein Zone Banana Chocolate
- Red Machine
- Strawberry Banana
- Strawberry Kiwi Kick
- Tropical

For more information, please visit www.nakedjuice.com.

Naked Juice Teams Up With The Rainforest Alliance – cont.

About The Naked Juice Company

Naked® Juice, a leader in the super-premium juice category, was founded and first marketed towel-to-towel on the beaches of Santa Monica, Calif. in 1983. The beverages in the Naked Juice line of all-natural, 100 percent juices, fruit juice smoothies and protein smoothies are made from the best bare-naked fruits and boosts with *no* added sugar or preservatives. Naked Juice can be found in supermarkets, club stores, health food stores and neighborhood markets throughout the nation.

Naked Juice. Nothing to Hide™

About the Rainforest Alliance

The Rainforest Alliance, an international nonprofit conservation organization, works with people whose livelihoods depend on the land, helping them transform the way they grow food, harvest wood and host travelers. Rainforest Alliance Certified crops include coffee, bananas, cocoa, tea and many other tropical fruits. For more information, visit www.rainforest-alliance.org.

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