



NAKED® JUICE IS FIRST NATIONALLY-DISTRIBUTED BRAND TO UTILIZE 100 PERCENT RECYCLED BOTTLES – the NAKED reNEWabottle™

Initiative To Reduce Virgin Plastic Consumption By 8.1 Million Pounds Per Year

Azusa, CALIF. (July 9, 2009) – As part of the company’s ongoing commitment to quality and sustainability in everything it does, [Naked® Juice](#) announced that it has become the first nationally-distributed brand to transition to a 100 percent post-consumer recycled plastic or PET (polyethylene terephthalate) bottle. The Naked reNEWabottle™ embodies Naked Juice’s commitment to creating a more earth conscious juice.

Naked Juice expects to have its entire product line transitioned to the 100 percent post-consumer recycled bottles in 2010, starting by converting all of its 32 ounce bottles in July 2009. Additionally, all of Naked Juice’s bottles will continue to be recyclable.

Consumers can begin looking for the Naked reNEWabottle this month for all flavors that can be found in 32 ounce bottles. The new bottles are easy to identify – while the previous bottles were translucent, the Naked reNEWabottle is clear, showing off the vibrant juice inside, and will feature a label indicating that the bottle is 100 percent recycled. Products available in the 32-ounce size are Green Machine, Blue Machine, Mighty Mango, Chai Spiced Cider and Pomegranate Blueberry, as well as Protein Zone, which will be introduced in August.

A Recycling Revolution

Simply put, it’s a bottle made from other bottles! The revolutionary Naked reNEWabottle is made of 100 percent post-consumer recycled content. These PET bottles are plastic coded #1, which are easily recycled.

Throughout the product lifestyle – from sustainable sourcing to sustainable manufacturing – Naked Juice strives to reduce its environmental footprint, offering consumers maximum taste and minimum impact.

“The transition to 100 percent post-consumer recycled bottles is a major milestone that we have worked hard to achieve. It’s important for the earth, and that’s important to our consumers,” said Mikel Durham, general manager of Naked Juice. “If you were plastic, wouldn’t you like to come back as a Naked Juice bottle? With the new Naked reNEWabottle, consumers can reduce, reuse, recycle...reincarnate!”

Every Bottle Counts

The initial 32 ounce bottle transition reduces virgin plastic consumption by 1 million pounds per year and oil use by 8,192 barrels every year (oil is used in the manufacturing of plastics) – the equivalent of taking 497 cars off of the road*.

Naked Juice Is First Nationally-Distributed Brand to Utilize 100 Percent Recycled Bottled – the Naked reNEWabottle – cont.

When Naked Juice finishes transitioning its entire line, virgin plastic consumption will be reduced by 8.1 million pounds per year, saving 57,000 barrels of oil every year – the equivalent of taking 3,460 cars off of the road*!

“Closing the loop on packaging is fundamental to a vision for more sustainable packaging,” said Anne Johnson, director of the Sustainable Packaging Coalition at GreenBlue. “Utilizing 100 percent recycled material in a juice bottle that can be collected and recycled yet again is a step in making this vision a reality. This innovation sends a signal to the market that there are end markets for materials if we recycle more.”

Taking Steps That Mother Earth Would Approve

The transition to 100 percent post-consumer recycled PET bottles is part of the company’s ongoing commitment to reducing its global footprint. In April, Naked Juice announced that it became the first U.S.-based juice company to team up with the Rainforest Alliance for sustainable fruit procurement. The Rainforest Alliance Certified™ seal is included on all Naked Juice products containing bananas, which are found in 80 percent of Naked Juice products.

Late last year, the company also announced a move to a new, state-of-the-art facility, designed to meet the criteria for LEED certification. This new plant reflects Naked Juice’s commitment to making superior products in environmentally responsible buildings.

These steps together compose Naked Juice’s commitment to being kind to mother earth through sustainable sourcing, manufacturing, packaging, and partnerships.

To learn more about the Naked reNEWabottle and other ways that Naked Juice works to provide you with a more earth-conscious and deliciously healthy juice, visit www.nakedjuice.com, follow us on [Twitter](#) (Naked_Juice) and become a fan on [Facebook](#).

**According to the U.S. Department of Transportation, Research and Innovative Technology Administration, Bureau of Transportation Statistics’ figures of 2007 Motor Vehicle Fuel Consumption and Travel (Average gallons of fuel consumed per vehicle = 692)*

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™

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