

Zola Açai now available at Safeway, Stop N Shop, Giant, Vitamin Shoppe and GNC

San Francisco, CA – May 20, 2010 – Zola, the nation’s fastest-selling Açai juice, today announced the brand’s availability at five new retailers: Safeway, Stop N Shop, Giant Foods, Vitamin Shoppe and GNC.

Zola’s recent distribution includes new accounts such as 350 Stop N Shop stores in the Northeast, 180 Giant Food stores in Baltimore and Washington DC, and 150 Safeway stores in the Denver area. Zola also broadened its new distribution with new product offerings to include Zola’s new LIGHT Açai Juice in 450 Vitamin Shoppe stores as well as 1,200 GNC stores, supporting the brand’s reputation as the fastest-growing Açai juice in the U.S.

“Our new Zola LIGHT Açai Juice is our response to huge consumer demand for the delicious flavor and antioxidant-rich health benefits of our popular juices and smoothies, but with a lower calorie, lower sugar option,” says Chris Cuvelier, President and Founder of Zola. “We are proud to have the added strength of these retail partners behind Zola to extend our products to a broader market.”

Another feather in Zola's hat....last week Phil Lempert -- food trends editor and correspondent for NBC News' *Today Show*, monthly guest on ABC's *The View*, radio show host, and Supermarket Guru editor – coined Zola's LIGHT Açai juice “A HIT!”:

<http://www.supermarketguru.com/index.cfm/go/sg.videoSlideshow/categoryId/34>

Zola is now sold at over 9,000 retailers nationwide, including Whole Foods Market, Kroger, Albertson’s, King Soopers, Ralph’s, Lucky/Savemart, and on Amazon.com.

About Zola:

Founded in 2002 with the goal of creating products that are “Good for You and Good for the Planet,” Zola (www.DrinkZola.com) offers a line of Açai Superfruit Juices and functional Brazilian Superfruit Smoothies sourced from the Amazon Rainforest in Brazil. Committed to social responsibility, Project Zola was created to empower & improve quality of life through creating shelter and a sustainable revenue stream for the indigenous people of the Amazon. Zola always sustainably harvests its Açai berries, which puts the trees at their highest and best use and ultimately helps protect the trees of the Amazon. For an amazing visual tour of the Zola story, click here: <http://www.youtube.com/watch?v=Ae9zeqsg140>