



ZOLA® EXPANDS DISTRIBUTION WITH TOP RETAILERS SAFEWAY, ACME AND SHOPRITE

Zola's New Value Sizes and Açai with Pomegranate Growing Quickly

San Francisco, CA – (September 7, 2011) – Zola®, maker of the first bottled Açai juice, and one of the fastest growing brands of Brazilian Superfruit Juices, announced today it is expanding its distribution with top grocery chains Safeway, Acme and ShopRite. After a successful test in Safeway's Colorado division, Zola is expanding distribution of its best tasting Açai juices -- Açai Original, Açai with Blueberry and Açai with Pomegranate in 12oz and 32oz sizes -- nationally to over 1,200 Safeway locations in 13 states. Zola is also currently rolling out new distribution in 84 Acme and 240 ShopRite stores on the east coast. The company attributes this significant momentum to top tier retailers recognizing Zola's commitment to freshness and quality, delicious new flavors, and the positive consumer reaction to Zola's new packaging.

Zola's new distribution is happening at the right time for the company. "For the past six months, we have been expanding and upgrading our team to handle our expected rapid growth, and we are excited to have the added distribution power of these strong retail partners to expand the availability of Zola products to more consumers," says Chris Cuvelier, Founder and CEO of Zola.

Zola has also broadened its recent distribution with new product offerings to include Zola's new flavor, Açai with Pomegranate Juice, and 32oz Value Sizes available in each of Zola's varieties. Zola's Açai with Pomegranate Juice is an antioxidant powerhouse and has quickly become the top selling SKU in several retailers since its launch this past March.

"We've been listening to our consumers, which led us to combine new flavors with our Açai juices, and make them available in bigger sizes. We are very excited about our new fruit-forward look promoting Zola's great taste, and believe the graphics and the packaging now match the great tasting product inside," says Cuvelier.

Zola will soon be sold at over 9,000 points of distribution nationwide, including Safeway, ShopRite, Acme, Whole Foods Market, Henry's, King Soopers, Foodtown, Lucky/Savemart, Vitamin Shoppe and on Amazon.com.

This forward momentum comes on the heels of a recent announcement that Zola has expanded its licensed product, Jamba® Daily Superfruit Shots, into over 160 Jamba Juice® locations in AZ, CO, ID, NV, OK, OR, TX, UT and WA, bringing its total Jamba store distribution to nearly 500 locations. Jamba® Daily Superfruit Shots are quick, easy, and great-tasting nutritional supplements that capture the delicious flavors and benefits of Brazilian Superfruits. The innovative shots are powered and marketed by Zola.

About Zola Company

Named "Best Tasting Açai Juice" for the past two years, Zola is one of the fastest growing makers of Brazilian Superfruit Juices. Zola was the first company to bring packaged Açai juice to the U.S., and continues to innovate with new to the world Brazilian Superfruits that consistently deliver on taste and quality. Committed to social responsibility, 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. Visit us at DrinkZola.com.

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