



FOR IMMEDIATE RELEASE

Amy & Brian Coconut Juice Nature's Healthy Rehydration Beverage

Los Angeles, CA—January 12, 2007—Amy & Brian is pleased to introduce Americans to a delightful, functional beverage—Coconut Juice from young coconuts. And the timing couldn't be better. A recent scientific study conducted at the medical school of a major university in Malaysia demonstrated that coconut juice is as effective as sports drinks (carbohydrate-electrolyte beverages) as a rehydrator, without the added sugar, additives, artificial flavorings and chemical colorings commonly found in those beverages. Amy & Brian Coconut Juice is a natural isotonic beverage, and nature's most highly concentrated source of electrolytes.

The other nutritional benefits of coconut juice are legion. It has more potassium per equivalent serving than a banana. It is lower in calories than any popularly consumed fruit juice including grapefruit juice (76 per eight ounce serving), and has 10% of the sodium found in tomato juice. Coconut juice, unlike other tropical juices, is alkaline so it doesn't upset the stomach. Coconut juice is low in natural sugars, containing about half of that found in orange juice and less than a third of grape and pineapple juices. Amy & Brian Coconut Juice (AKA coconut water) is the water from young coconuts. Coconut milk, on the other hand, is made from the expressed juice of mature coconuts mixed with water. Coconut oil is the fatty oil that comes from coconut meat.

Amy & Brian Coconut Juice is extracted from green coconuts less than nine months old. Amy & Brian offers three all-natural, 100% juice products: Juice with Pulp; Juice, Pulp Free; and Juice with Lime. In recent blind taste tests, most consumers find that Amy & Brian Coconut Juice, which is produced in Thailand, has a richer coconut flavor than competitive brands made in Brazil.

During World War II both the American and Japanese medics used coconut juice in transfusions when they ran out of plasma because it is so easily absorbed by the body. We couldn't ask for a better recommendation.

Coconut juice is winning converts across America not only because of its health benefits widely recognized by athletes and trainers, it is also a delicious, mildly flavored beverage with more than a hint of the tropics.

Amy & Brian is sold at Whole Foods Market nationwide, Earth Fare, Vitamin Cottage, Shaw's Supermarkets, Ralphs and hundreds of natural and specialty food stores, and is available online at amazon.com.

For more information contact: Market Connections Group – 360.433.2325