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## GATORADE UNLEASHES NEW ATTITUDE, ENHANCED BEVERAGES

*Speaks to Broader Range of Athletes  
Offers New Nutrition Benefits to Meet Specific Athlete Needs*

CHICAGO (December 16, 2008) – The Gatorade Company, a division of PepsiCo (PEP), is redesigning everything from the sidelines to the shelf to appeal to a broader range of athletes and active people. Headlined by enhanced beverages in bold new packaging, the nation's leading sports drink is continuing to deliver the scientifically proven hydration and performance benefits that built the brand.

“Just like any good athlete, Gatorade is taking it to the next level,” said Sarah Robb O’Hagan, chief marketing officer for Gatorade. “Whether you’re in it for the win, for the thrill or for better health, if your body is moving, Gatorade sees you as an athlete, and we’re inviting you into the brand.”

This new Gatorade attitude will be most visible through a total packaging redesign. For example, Gatorade® Thirst Quencher will put the letter G front and center along with the brand's iconic bolt. For Gatorade, G represents the heart, hustle, and soul of athleticism and will become a badge of pride for anyone who sweats, no matter where they're active.

To help differentiate the full range of Gatorade offerings from traditional Gatorade Thirst Quencher, each beverage will convey the attitude of a tough-love coach or personal trainer, through in-your-face names on the label and nutrition benefits inside.

**Gatorade Fierce® is now Bring It™** – Athletes have always had to “Bring It” to their practices, competitions and workouts and now the beverage will project this mindset and contain an excellent source (25% Daily Value) of B vitamins (B-3, B-5, B-6) to help meet the demands of energy metabolism.

**Gatorade X-Factor® changes to Be Tough™** – “Be Tough” will enjoy the added benefit of an excellent source (20% Daily Value) of the antioxidant vitamin E to help protect the active body.

**Gatorade AM™ is now called Shine On™** – Developed with morning flavors, the beverage helps morning exercisers to “Shine On” during their workouts and will contain an excellent source (20% Daily Value) of vitamin C to help active people as they attack their day.

**Gatorade Rain™ becomes No Excuses™** – Active people know there are “No Excuses” for missing a workout or activity. The new packaging reflects this new attitude and the beverage inside remains the crisp, clean taste fans love.

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Low-calorie G2® from Gatorade will deliver significant nutrition enhancements by providing an excellent source (25% Daily Value) of B vitamins (B-3, B-5, B-6) and a good source (10% Daily Value) of vitamin C and vitamin E, all of which help meet the nutrient needs of active individuals.

Additionally, Gatorade Tiger™ has been updated to call out its new Focus benefit inspired by the legendary mental toughness of Tiger Woods. The product reformulation includes theanine which, combined with carbohydrate and advanced hydration, helps promote mental focus. Gatorade Tiger Focus also provides the added nutrition benefit of a good source (10% Daily Value) of vitamin E, half the calories and 25 percent more electrolytes compared to Gatorade Thirst Quencher.

“Gatorade understands different people have different wants – you can’t speak to athletes and active people with a ‘one size fits all’ mentality,” said Craig Horswill, senior research fellow, Gatorade Sports Science Institute. “What athletes and active individuals do share is the need for adequate hydration, which is delivered through Gatorade, the most thoroughly researched sports beverage in the world – and we know nothing rehydrates, refuels or replenishes better.”

The updated beverages will begin rolling out to stores later this year. Grocery stores will offer the updated beverages in a 32-oz. single bottle, 20-oz. 8-pack, and 12-oz. 6-pack. Convenience stores will sell them in a 32-oz. and 20-oz. single bottle.

Gatorade Tiger Focus will be available at grocery stores in a 32-oz. single bottle and 16.9-oz. 8-packs, and at convenience stores in a 32-oz. and 16.9-oz. single bottle.

### **About Gatorade**

The Gatorade Company is a division of PepsiCo (NYSE: PEP). The Gatorade hydration portfolio includes the nation’s leading sports drink, Gatorade® Thirst Quencher, as well as Gatorade Tiger™ Focus, G2® and propel®. Gatorade is designed to meet the needs of all athletes, no matter where they’re active. Gatorade is backed by more than 40 years of research and is scientifically formulated and athletically proven to quench thirst, replace fluids and electrolytes, and provide carbohydrate energy to enhance athletic performance. G2 is a low-calorie sports drink containing electrolytes, B vitamins and antioxidant vitamins C and E to support a healthy lifestyle. Gatorade Tiger Focus contains theanine, which when combined with advanced hydration and carbohydrate, helps promote mental focus. As a line of lightly flavored, nutrient-enhanced water beverages, propel has 10 calories per eight-ounce serving and essential vitamins. PepsiCo’s overall hydration portfolio includes leadership brands Gatorade, propel, Aquafina® and SoBe Life Water®. For more information, please visit [www.gatorade.com](http://www.gatorade.com) and [www.pepsico.com](http://www.pepsico.com).

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