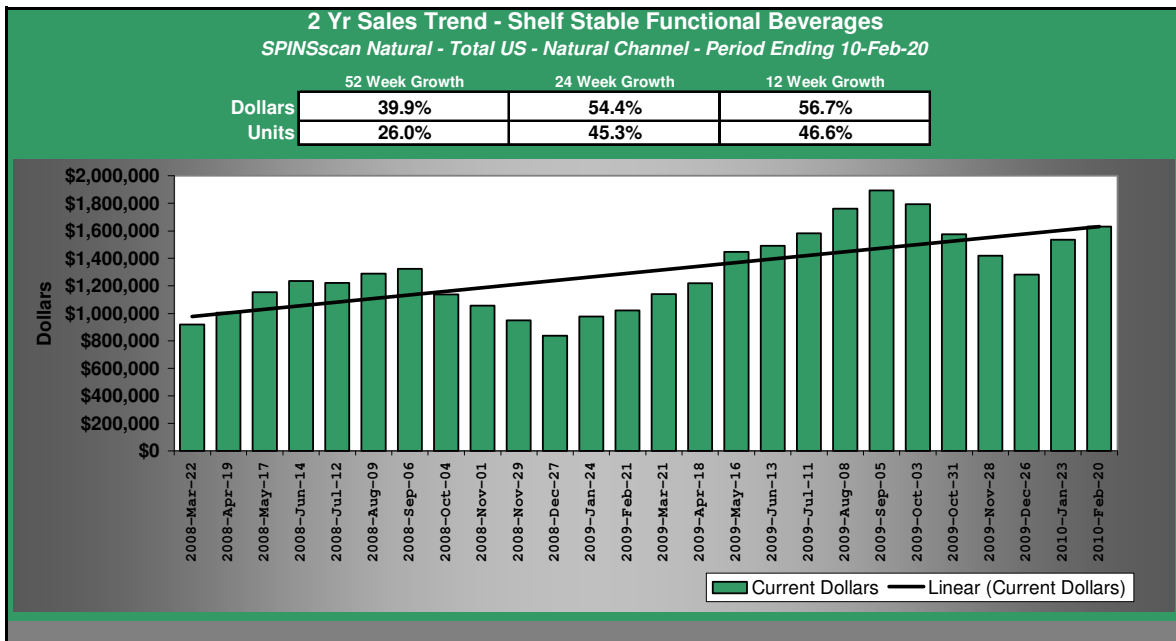




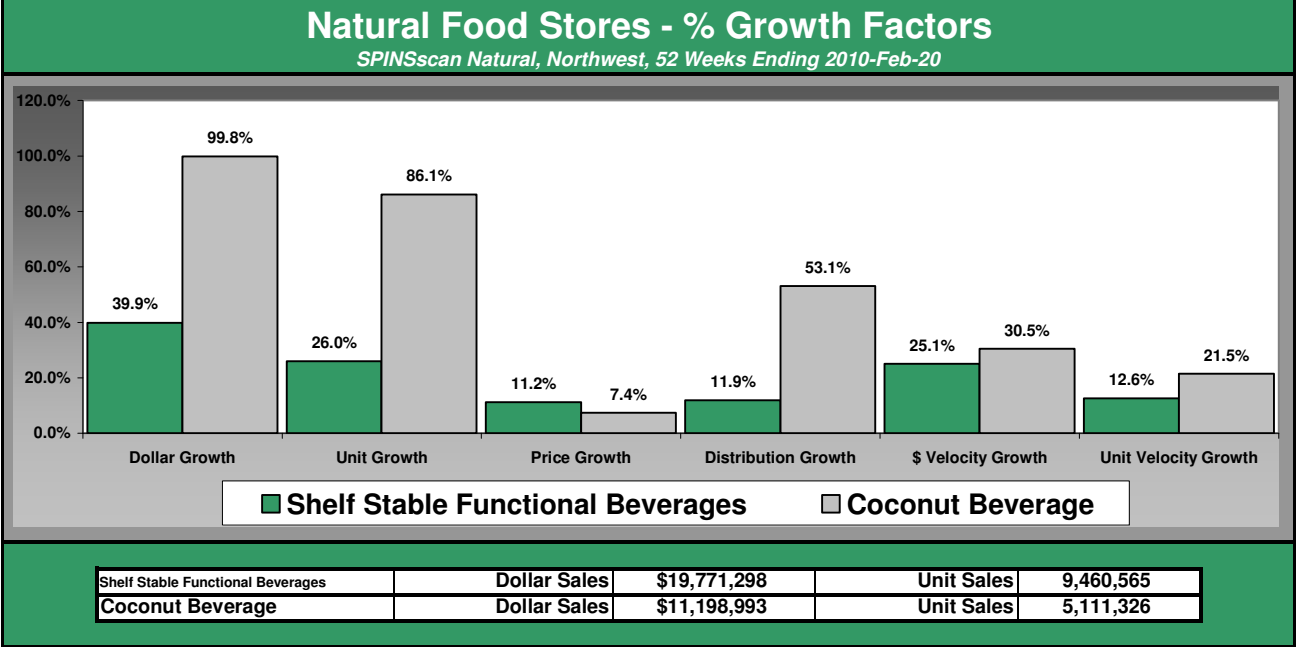
Shelf Stable Functional Beverages Fuel Growth

The Shelf Stable Functional Beverage category represents the fastest growing category within the SPINSScan Natural service; adding more than \$5.6MM in actual dollars for the 52 weeks ending 2/20/2010. This phenomenal growth is being driven by the increased popularity and success of coconut water based products.



The success of coconut water is not limited to gains in distribution. The velocity rates of these coconut based products have also seen sharp increases as consumers continue to replace other beverages (enhanced waters down -13.4% & fruit juice sweetened soda down -3.4%) with these isotonic drinks.

(see graph on next page)



The continued push for “good for me” low calorie beverages with a variety of nutrients including vitamins, minerals, antioxidants, amino acids, enzymes and other nutrients should continue to fuel the positive coconut beverage growth for the foreseeable future.

SPINS Natural Channel Growth Index

The Natural Channel growth index measures dollar and unit growth utilizing the SPINSScan Natural retail measurement service. The SPINSScan Natural service tracks the sales of all UPC coded products sold in the natural channel. A growth index that exceeds a value of 100 represents positive channel growth vs. the same year ago time period.

- Dollar & unit growth climbed upward once again in the 4 weeks ending 2/20/2010 vs. year ago (dollars up +6.2% & units up +4.9%).
- Alcohol sales continue to sustain double digit growth (11 quad weeks running) but only represent 3.6% of the channel dollars.
- Herbs & Homeopathic is now experiencing negative growth (dollars down -1.5% & units down -1.3% for the 4 weeks ending 2/20/2010) as the H1N1 fears continue to wane.