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## **Snapple's New *Antioxidant Water* and *LYTeWater* Take Hydration to the Next Level**

***Triple benefit of antioxidants, vitamins and  
electrolytes  
offer healthiest benefits in new functional water***

**PLANO, Texas (Nov. 6, 2007)** – As more people look for beverages that offer a one-two punch, Snapple's introduction of **Antioxidant Water** and **LYTeWater** takes drinking water to the next level.

Antioxidant Water product line offers a smart solution that improves energy, helps restore the body and supports a healthy immune system for consumers who are actively taking steps to incorporate healthier behaviors into their everyday routine. For those looking to add a healthier boost to their traditional bottled water, the zero calorie Snapple LYTeWater line is enhanced with electrolytes and minerals.

"We know that consumers are looking for healthier options that include antioxidants, vitamins and electrolytes when choosing beverages," said Bryan Mazur, vice president and general manager of Snapple. "The launch of Antioxidant Water and LYTeWater provides consumers with nutrient-packed, great tasting alternatives to traditional bottled water."

Snapple Antioxidant Water features seven unique flavors inspired by nature's "superfruits," including pomegranates and acai berries. The antioxidants, vitamins and electrolytes in each flavor provide one of four distinct benefits for the body:

- **The Power to PROTECT:**, Vitamins A and E, electrolytes and a complete dose of Vitamin C help protect the body against free radicals. Available in Tropical Mango and Orange Starfruit flavors.
- **The Power to DEFY:** Vitamins A and E, Grape Seed Extract, plus electrolytes assist in refreshing the body and mind. Available in Raspberry Acerola and Grape Pomegranate flavors.

- **The Power to AWAKEN:** Vitamins A, E and B, Caffeine, Guarana, Ginseng and Ribose, plus electrolytes will awaken your senses. Available in Strawberry Acai and Dragonfruit flavors.
- **The Power to RESTORE:** Vitamins A and E, plus a double dose of electrolytes assist in restoring the body after any endurance and strength activity. Available in Agave Melon flavor.

The LYTeWater introduction complements the Snapple Antioxidant Water line, a mineral enhanced water with electrolytes from magnesium, manganese, calcium and zinc for premium hydration.

Snapple Antioxidant Water, available in 20-ounce single bottles for \$1.39 to \$1.59, and Snapple LYTeWater, available in 20 oz./6-pack packages as well as 1 Liter single serve bottles for \$1.00 to \$1.69 per unit, is available at major retailers, grocery and convenience stores nationwide.

To learn more about Snapple, visit [www.Snapple.com](http://www.Snapple.com).

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### **About Snapple**

Snapple is the leader in great-tasting premium beverages. Founded in 1972 by three childhood friends, Snapple got its start in Greenwich Village, New York and is now available throughout the United States and 80 countries worldwide. Snapple prides itself on developing, producing and marketing a wide variety of premium beverages, including ready-to-drink iced teas, juice drinks, 100% vitamin-fortified juices and water. Known for its down-to-earth approach to marketing, Snapple continues to delight fans across the world. In 2003, Snapple made history by becoming the official iced tea of New York City.

### **About Cadbury Schweppes Americas Beverages**

Snapple is a leading brand in the beverage portfolio of Plano, Texas-based Cadbury Schweppes Americas Beverages (CSAB), a subsidiary division of Cadbury Schweppes plc (NYSE: CSG). CSAB is one of the largest producers of soft drinks and premium beverages in the Americas. CSAB's brand portfolio includes Dr Pepper, 7UP, Snapple, Accelerade, Mott's Apple Juice and Sauce, RC Cola, A&W Root Beer, Sunkist Soda, Canada Dry, Hawaiian Punch, Schweppes, Diet Rite, Clamato, Mr & Mrs T Mixers, Holland House Mixers, Rose's, Mystic, Yoo-hoo, Orangina, IBC, Stewart's, Nantucket Nectars and other well-known consumer brands. For additional information on CSAB and its products, visit [www.brandspeoplelove.com](http://www.brandspeoplelove.com).