



+ fighting obesity in schools + educating and empowering youth

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SöYU COMMITS TO ENSURE HEALTHIER CHOICES FOR CHILDREN BY ADOPTING ALLIANCE FOR A HEALTHIER GENERATION GUIDELINES

Complying with Guidelines Will Result in Healthier Products and Choices for Students in School

New York May 1, 2010 – Söyu has announced it is working with the Alliance for a Healthier Generation, a joint initiative between the American Heart Association and the William J. Clinton Foundation, by adopting its School Beverage and Competitive Food Guidelines to ensure Söyu's products for schools are healthier for students. By embracing these Guidelines, Söyu has committed to new product development and marketing strategies to improve the quality and nutritional value of what is offered.

"We are committed to helping fight obesity in schools and communities, as well as educating and empowering youth. We are very excited and proud to be part of the Alliance for a Healthier Generation commitment and hope to make an impact". Stephen Key, partner.

Söyu has committed to formulating healthier products by hiring one of the leading consultants in the organics segment, who has become the go-to-guy for two of the most universally recognized organic certification agencies, QAI and Oregon Tilth. Söyu's natural teas are in the New York school systems and essential waters been approved by the New York Department of Education strict requirements and getting ready to expand into other states.

"Brokering agreements with the snack food, healthcare, and beverage industries is a critical piece of the Alliance for a Healthier Generation's work to reduce the prevalence of childhood obesity in the United States by 2015," said Ginny Ehrlich, executive director of the Alliance for a Healthier Generation. "If we are going to create a healthier environment for today's youth, we need companies like Söyu to make commitments to provide access to healthier product options at school. We applaud them for their commitment to healthier kids"

About Söyu

Söyu was launched in February 2010 by a diverse group of passionate entrepreneurs who saw the opportunity to help fight obesity in schools, as well as educating and empowering youth by formulating new natural beverages. The söyu line of low calorie, all natural beverages offer a great tasting and healthy alternative to soda, other sweetened beverages, and even water. söyu's education mission is aided by söyu's spin label; an interactive label that educates and empowers youth about personal, ethical, social and global opportunities. For more information please visit: www.soyubev.com

About the Alliance for a Healthier Generation

The American Heart Association and the William J. Clinton Foundation joined forces in May of 2005 to create a healthier generation by addressing one of the nation's leading public health threats – childhood obesity. The goal of the Alliance is to reduce the nationwide prevalence of childhood obesity by 2015, and to empower kids nationwide to make healthy lifestyle choices. The Alliance works to positively affect the places that can make a difference to a child's health: homes, schools, restaurants, doctor's offices and communities. For more information please visit: HealthierGeneration.org.