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Embodi™ is the first non-alcoholic beverage to offer the full-spectrum of antioxidants found in red wine. Embodi is specially formulated with an all-natural extract derived from red wine grape skins, seeds, and stems to deliver you powerful health benefits in a crisp, refreshing functional juice.

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FOR IMMEDIATE RELEASE

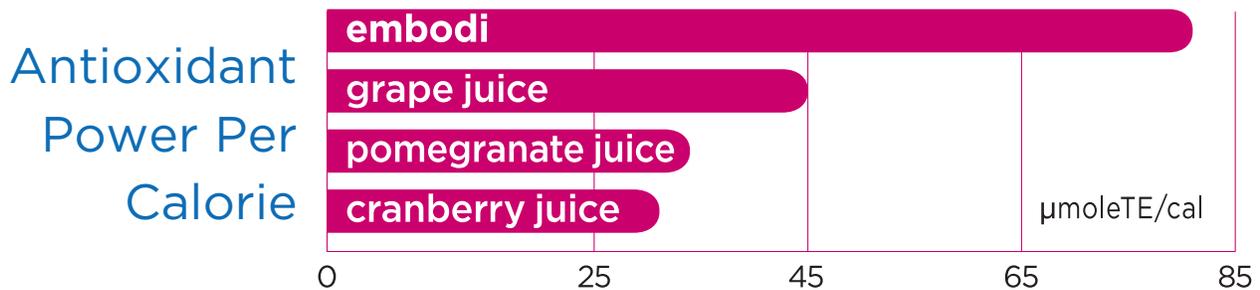
Embodi™ The First Non-Alcoholic Beverage to Provide the Health Benefits of Red Wine.

Chicago, IL, Feb, 2009 - Introducing Embodi - the first non-alcoholic beverage to contain the health benefits of red wine. Embodi is an all-natural functional juice that contains a concentrated grape pomace extract, which is made from the skins, seeds, and stems of red wine grapes. Most of red wine's many powerful antioxidants reside in the stems, skins and seeds of the grape, rather than in the juice itself. Using a concentrated form of this extract gives Embodi the same antioxidant power as two glasses of red wine, including resveratrol, without the harmful effects of alcohol.

"Embodi is a great beverage to incorporate into your daily life," says Liz Myslik, CEO of Embodi. "Research tells us that drinking red wine every day may provide many health benefits. However, many of us do not or cannot drink red wine every day. Embodi is a healthy and refreshing way to get those same benefits - with breakfast, lunch, dinner, whenever you want."

Red wine's health benefits are well researched and documented. The benefits include cardiovascular health, cancer prevention, reduced oxidative stress, increased longevity, neurodegenerative disease prevention, and diabetes prevention. Resveratrol, a polyphenol found in red wine and Embodi, has recently been heralded for its disease fighting properties on programs such as 60 Minutes.

"The unique polyphenol antioxidants in red wine help guard the body against free radicals - molecules which accelerate the degeneration of cells and impact the body's ability to stay healthy", reports Dr. Leroy Creasy, Professor Emeritus of Horticulture at Cornell University. Dr. Creasy, who in 1991 discovered the presence of resveratrol in red wine and red wine grapes, adds, "Embodi, with its unique red wine grape extract, delivers these antioxidants in a healthy and nonalcoholic way."



Independent ORAC (Juice) Analysis: Brunswick Laboratories, MA

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Embodi is manufactured in the United States and created from a specialized blend of organic fruit juices and grape pomace extract. One bottle of Embodi contains only 90 calories, making it one of the lowest calorie antioxidant juice drinks available today. At a suggested retail price of \$2.49, Embodi is also one of the least expensive high antioxidant juices on the market today.

Embodi is packaged in a re-sealable 8-ounce aluminum bottle that has a lower environmental impact than plastic or glass. Embodi is available in three delicious flavors: Citrus Sangria, Goji Berry, and Blueberry Pomegranate. Suggested retail price is \$2.49.

Ingredient Information for Embodi:

Water, organic fruit juice blend (organic white grape, organic red grape, organic apple, organic pomegranate, and organic pear juices from concentrate), grape pomace extract, and natural flavors.

Embodi can be found nationwide at natural and specialty grocery stores including Whole Foods Market, and online at www.drinkembodi.com.

For more information visit www.drinkembodi.com



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Recent Media Coverage and Supporting Studies on the Potential Health Benefits Associated with Red Wine



"Fountain Of Youth In A Wine Rx?" CBS News - 60 Minutes, Jan 26th, 2009.

Scientists have found a substance in red wine that is slowing down the aging process in mice. Researchers tell that red wine substance resveratrol could one day lengthen lives.



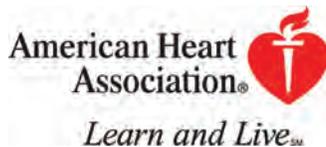
"New hints seen that red wine may slow aging" New York Times, June 4th, 2008.

Red wine may be much more potent than was thought in extending human lifespan, researchers say in a new report that is likely to give impetus to the rapidly growing search for longevity drugs.



"Can red wine help you live forever?" Fortune Magazine, Jan 19th, 2008.

"Resveratrol is the ingredient in red wine that made headlines in November when scientists were able to demonstrate that it kept overfed mice from gaining weight, turned them into the equivalent of Olympic marathoners, and seemed to slow down their aging process." Harvard Medical Study (also cited in New York Times, Wall Street Journal and other publications).



"Light wine intake associated with longer life expectancy in men." American Heart Association, Feb 28th, 2007. Conference Report, February 28, 2007. Participants who drank (on average) half a glass of wine per day... had a 40 percent lower rate of all-cause death and a 48 percent lower incidence of cardiovascular death. Researchers said life expectancy was 3.8 years higher in those men who drank wine..." (Research results presented at American Heart Association's 47th Annual Conference on Cardiovascular Disease Epidemiology and Prevention.



"Antioxidants found in red wine selects, kills cancer cells in experiment." Wine Spectator, April 25, 2007. "A pigmentation chemical that makes grape skins and wines red has been found to kill human leukemia and lymphoma cells cultured in a lab... The compound, a type of anthocyanidin common in plants, left healthy blood cells alone." (Scientific study published in May issues of The Journal of Biological Chemistry.)



"Substance in Red Wine Appears to Let Mice Live Longer" The Wall Street Journal, Nov 2, 2007. "...preliminary findings indicate they may have a lifespan extension of 20%." "The significance of the study on a scale of 10 is 11 in the aging and longevity field," said Nir Barzilai, director of the Institute for Aging Research at Albert Einstein College of Medicine."



"Red Wine, Taken in Moderation, Reduces Risk of Prostate Cancer." Harvard Gazette, June 7, 2007. "Men who drink moderate amounts of red wine are only half as likely to be diagnosed with prostate cancer as those who don't drink it at all, according to a report in June issue of Harvard Men's Health Letter."



"Grape Seed Extract May Help Prevent Skin Cancer" Scientific American, March 26, 2007.

"Chemicals found in grape seeds may help ward off skin cancer due to regular exposure to the sun."



"Red Wine Ingredient May Increase Muscle Endurance." The Wall Street Journal Nov 17, 2006.

'An ingredient in red wine that has shown promise for slowing aging in obese mice appears to have another benefit: it doubled their endurance.' "The Cell research confirms some promising findings from a recent study published in the journal Nature that indicated the substance could improve longevity in mice."



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FOR IMMEDIATE RELEASE

Embodi™ captures scientifically proven red wine health benefits in non-alcoholic beverages.

Introduced in June 2008, Embodi™ is the first non-alcoholic beverage to provide the health benefits of red wine.

Chicago, IL, Feb, 2009 - You might expect this product would come from decades of work performed in the California wine country. But surprisingly, this beverage was born in a natural food science laboratory in a technology park near Chicago, more than a thousand miles from the grape vines and fertile soils of Napa Valley.

Two years ago, Ravi Randhava read an article in the scientific journal Nature that made his heart skip. A study in mice revealed that a compound called resveratrol, found in red wine, could actually prolong life.

To Dr. Randhava and many others in the scientific community, the findings were bordering on spectacular. Yet, at that time, the main way to benefit from resveratrol was to imbibe red wine, and 38 percent of Americans abstain from drinking alcohol - including Dr. Randhava.

Dr. Randhava and his brother, Sujit, are the owners and lead scientists of Unitel Technologies, a small family-owned chemical engineering company that specializes in extracting compounds from large streams of material. They already had proven success with proprietary methods of extracting - very gently and non-toxically - compounds, such as lycopene, from tomato skins. They believed that similar techniques could be applied to red wine grapes.

"The findings of this study were almost unbelievable - to uncover this natural compound that extends life. We saw this incredible opportunity to extract the antioxidant compound from red wine grapes and offer it in a non-alcoholic form," explained Alex Randhava, partner at Unitel Technologies and Ravi Randhava's son.

This family of scientists leapt into the world of wine - learning about winemaking, process and the rich fruit materials that are wasted after pressing the grapes. Because red wine grapes can run \$2,000 per ton, it would be too costly to purchase grapes from the vine. Consumers would be interested in this fountain of youth compound but only if it was affordable. So, they focused on the valuable left-over skins, stems and seeds, where red wine grape's healthiest antioxidants reside. Could they extract the identical antioxidant compound from the pressed grapes that would otherwise be discarded?

They went to work partnering with Dr. Leroy Creasey at Cornell University's School of Viticulture. Their goal was to identically represent the spectrum of compounds that are found in red wine. Not to refine or isolate that compound, but to duplicate it exactly. And after grants from the USDA, patents and extensive testing, they were able to do just that. But how to offer this finding to the public?

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They enlisted the expertise of Liz Myslik, a veteran marketer and entrepreneur who had years of experience leading natural and sustainable brand efforts for consumer products companies including Gaiam, Mix1 Beverage, Eco-Products, McNeil Nutritionals, Dixie Consumer Products, and Amish Naturals.

“We had leading scientists who recognized the valuable nutritional discovery of this high potency grape pomace extract,” explains Liz Myslik, Embodi CEO. “The challenge was in how to deliver it to the market in a product that was compelling.”

Not wanting to get lost in the shuffle of nutraceuticals or supplements, Myslik went to task leading the development of a nutritional beverage. The timing was ripe for a functional drink for a few reasons. First, the organic industry was and continues to grow rapidly. Second, the functional food and beverage markets were expanding and becoming more mainstream. Goliath beverage companies like Tropicana and Minute Maid were introducing juice drinks with health benefits. So, consumers weren't intimidated by terminology and had a genuine and increasing interest in nutritional benefits found in foods and beverages.



Embodi comes in three delicious and tangy flavors - Above is Berry Renewal.

Myslik believed that developing a delicious non-alcoholic beverage that offered the benefits of red wine made perfect sense. She evaluated the market and saw that most nutritional beverages being introduced required education on the benefits.



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“People don’t inherently understand the benefits of açai or goji berry,” explained Myslik. “The good news for us is that eighty-five percent of adult Americans understand the health benefits of red wine.”

And because there is a large percentage of the population that doesn’t drink wine, Myslik recognized the market opportunity. In July 2008, Embodi was launched as the first beverage to offer the health benefits of red wine without the alcohol.

The benefits of red wine have been scientifically supported for decades and new studies reveal exciting news regularly. In October 2008, a study showed evidence that drinking red wine may ward off lung cancer. Still, the reality is that most Americans aren’t drinking red wine. Eleven percent of the American population consumes more than 80 percent of the wine purchased in this country.

Embodi™ is the first non-alcoholic beverage to offer people the full-spectrum of antioxidants found in red wine. They extract the identical compound from red wine grape skins, stems and seeds and deliver it to you in a crisp, refreshing functional beverage.



Introducing...

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Only Embodi contains a pure red wine grape extract, including resveratrol, that contains the **full spectrum of polyphenols and antioxidants found in red wine.**

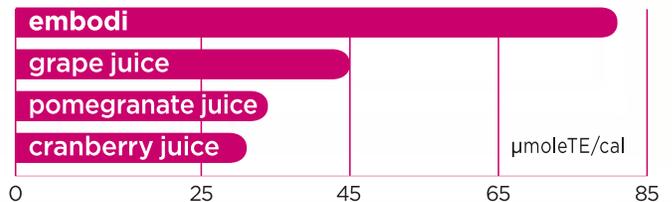
Embodi's all-natural extract is derived from the seeds, skins, and stems of red wine grapes... where many of the healthiest antioxidants reside.

Combining this extract with an **organic fruit juice blend** makes Embodi a delicious way to capture the **health benefits of 2 glasses of red wine** in a single serving.

Scientifically Proven Health Benefits of Red Wine Include:

- Cardiovascular Protection
- Cancer Prevention
- Increased Longevity
- Neurodegenerative Disease Prevention
- Reduced Oxidative Stress

Antioxidant Power Per Calorie



Independent ORAC (Juice) Analysis: Brunswick Laboratories, MA

Enjoy Embodi every day to give your body powerful red wine antioxidants without the alcohol.

Enjoy Embodi in 3 light and refreshing flavors:

Citrus Sangria



Lemon, lime, and orange flavors will tingle your tongue and eliminate free radicals at the same time.

Ingredients: water, organic fruit juice blend (organic white grape, organic red grape, organic apple, organic pomegranate, and organic pear juices from concentrate), grape pomace extract, natural red wine, orange, lemon, and lime flavors.

UNIT



8 92435 00103 1

CASE



1 08 92435 00103 8

Goji Berry



Exotic flavors including goji berry. Take your taste buds and health woes to a far off locale.

Ingredients: water, organic fruit juice blend (organic white grape, organic red grape, organic apple, organic pomegranate, and organic pear juices from concentrate), grape pomace extract, and natural goji berry flavor.

UNIT



8 92435 00102 4

CASE



1 08 92435 00102 1

Blueberry Pomegranate



Blueberry and pomegranate flavors make for a refreshing twist on a healthy drink.

Ingredients: water, organic fruit juice blend (organic white grape, organic red grape, organic apple, organic pomegranate, and organic pear juices from concentrate), grape pomace extract, and natural blueberry and pomegranate flavors.

UNIT



8 92435 00101 7

CASE



1 08 92435 00101 4

Nutrition Facts

Serving Size 1 Bottle (8 oz)

Amount Per Serving

Calories 90 • Calories from Fat 0

	% Daily Value*
Total Fat 0g	0%
Sodium 0mg	0%
Potassium 110mg	3%
Total Carbohydrate 22g	7%
Sugars 22g	
Protein 1g	2%

Iron 4%

Not a significant source of saturated fat, cholesterol, dietary fiber, vitamin A, vitamin C, and calcium.

*Percent Daily Values are based on a 2,000 calorie diet.

Product Information:

Unit Size	8 ounces
Bottle	Aluminum bottle re-sealable cap
Origin	USA
Unit Dimensions	2" x 2" x 6"
Shelf Life	12 months

Shipping Specifications:

Bottles per Case	12
Case Dimensions	8.38" x 6.5" x 6.25"
Case Weight	8.3 lbs
Case Cube	.197 ft ³
Cases per Pallet	256
Pallet Size	48" x 40" x 55.5"
Pallet Weight	2,180 lbs
Pallet Cube	58.174 ft ³
Pallet TI/HI	32/8
Cases per Truck Load	5,120
Truck Load	20 pallets

Embodi's resealable aluminum bottle protects antioxidants from light and oxygen and is *more easily recycled* than plastic or glass.

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Vitalita Nutritional Products LLC

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A Selection of Recent Media Coverage

Clean Eating

“Clean eaters who steer clear of alcohol can now still take advantage of wine’s impressive antioxidant capacity and heart-healthy benefits by sipping of Embodi Fruit Juice Blend.”

deliciousliving

“Embodi launches its first beverage which contains a proprietary blend of organic fruit juices and grape pomace extract made from the skins, seeds, and stems of red wine grapes.”

natural SOLUTIONS

“Goji berry’s high concentrations of antioxidants, beta-carotene (even more than carrots) and zeaxanthin - a carotenoid that benefits the retina of the eye - may protect against age-related macular degeneration.”

“I recently tried these new drinks for the first time and they’re really good. Embodi is made from red wine grapes and claims it has the same health benefits in one serving as two glasses of red wine, all without the alcohol.”

examiner.com
get inside Chicago



“The juices have a balanced sweetness to them - a similar texture (not taste) to wine, they aren’t carbonated and stay cool in their attractive containers.”

SPAFINDER®

THE GLOBAL SPA RESOURCE

“The draw of the new drink is access to wine’s health-promoting antioxidants, particularly resveratrol, without the worry about who’s driving home or falling off the weight-loss wagon. It’s a timely idea, since according to the U.S. National Cancer Institute, the antioxidant resveratrol, contained in the skins and seeds of grapes, has the ability to reduce cancerous tumors when consumed in moderation.”

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A Selection of Recent Media Coverage

The logo for Ode, featuring the word "Ode" in a white, sans-serif font inside an orange square.

"You've gotten the memo that red wine is good for you, right? If you don't drink alcohol, or just don't want to as often, Embodi could be a great alternative with all of the health benefits you enjoy."

The logo for NATURAL HEALTH, with "NATURAL" in blue above "HEALTH" in a darker blue, both in a bold, sans-serif font.

"I was a little skeptical about a new nonalcoholic juice called Embodi (\$2.50; drinkembodi.com), which promises all the heart-healthy benefits of red wine. But after just a few sips of the slightly sweet Berry Renewal flavor (two other flavors are Citrus Resurgence and Tropical Revival), I totally got the appeal."

The logo for iconoculture, with the word "iconoculture" in a white, sans-serif font inside an orange rounded rectangle.

"Red wine may cause a healthy buzz, but the hangover is totally not cool. That's where Embodi comes in. The juice drink promises all the health benefits of red wine in a booze-free format. Embodi works because it's made from the same raw ingredients as its boozy cousin: grape juice and red wine grape pomace extract."

The logo for delish, with the word "delish" in a green, lowercase, sans-serif font.

"Contained in attractive six-inch aluminum bottles, ...,when poured in a wine glass, with its dark cabernet color, it could easily be mistaken for the real thing. Embodi will make some people very happy, and possibly healthy."

The logo for Eating Fabulous, featuring the words "Eating Fabulous" in a green, stylized font above three green apples and a silver fork.

"Embodi™ beverages, a unique approach to healthfulness and longevity. Embodi is a refreshing, all-natural fruit-juice blend packed with red wine antioxidants to create a non-alcoholic drink that offers the same health benefits of red wine - sans the headache."

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A Selection of Recent Media Coverage



“Embodi bills itself as the only alcohol-free beverage that provides the full spectrum of antioxidants and polyphenols found in red wine. Its line of three juice blends are specially formulated with an extract made from the seeds, skins and stems of red wine grapes to deliver more than 400 of the polyphenols associated with red wine’s health benefits.”

Forbes

“Embodi, a Chicago-based beverage maker, has boomers in its sights. Its marketing strategy: Sell all-natural, antioxidant fruit juices that promote a stronger immune system and weight loss. Embodi juices, with invigorating names like Tropical Revival, Berry Renewal and Citrus Resurgence, started showing up in 260 Whole Foods Market (nasdaq: WFMI - news - people) locations across the country in June.”

the natural foods merchandiser

“This unique line of all-natural beverages offers the health benefits of red wine without the alcohol. Embodi is made from a specially developed grape pomace extract made from the skins, seeds, and stems of red wine grapes. This extract provides Embodi with the full-spectrum of red wine’s antioxidants - and resulting health benefits - without the side effects of alcohol.”

“Non-alcoholic beverage to provide the health benefits of red wine.”

BEVERAGE INNOVATIONS

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A Selection of Recent Media Coverage

“Embodi, the first nonalcoholic juice-blend beverage to provide the health benefits of red wine, is now available in US speciality stores.”



Natural Products MARKET PLACE

“Embodi makes a daily regimen of red wine’s powerful antioxidants available to millions of people who do not, or cannot, drink red wine.”

Entrepreneur.com

“In recent years, lovers of red wine have raised a toast to the news that their favourite tippie can confer a range of health benefits, including warding off heart disease and cancer. Now non-red wine drinkers can also enjoy these health benefits. US chemical engineers have developed a new nonalcoholic drink called embodi, which they claim contains all the same health-promoting compounds as red wine.”



“Embodi, the first natural, non-alcoholic juice blend beverage to provide the health benefits of red wine,..., Embodi beverages are made from a specially developed grape pomace extract made from the skins, seeds, and stems of red wine grapes.”



“Pros: Packed with antioxidants including resveratrol. No added sugar.
Cons: None the flavor was fruity and refreshing.”