



NEW IN 2006:
Introducing Propel Calcium
*The first national enhanced water that is considered
 a "good source of calcium" per serving*

Propel Calcium, from the makers of Gatorade, is a great tasting and refreshing line of fitness water that **not only hydrates, but also includes calcium to help maintain bone health for an active lifestyle.**

Like proper hydration, bone health is also important for active people. The two most important factors to maintain strong bones include incorporating weight bearing exercises into workouts (including weight-lifting, jogging, hiking, racquet sports and step aerobics) and consuming adequate calcium. However, when it comes to getting enough calcium in their diet, most Americans fall short:

- According to the United States Department of Agriculture (USDA), approximately 79 percent of Americans do not consume the recommended Adequate Intake (AI) for calcium, which is 1,000 mg per day for individuals 19 to 50 years of age and 1,200 mg per day for people 50 years of age and over.
- In fact, the National Osteoporosis Foundation reports that many women are getting less than half that amount per day.

To help active people incorporate more calcium into their healthy diets, Propel is introducing new Propel Calcium.

- **The amount of calcium in one bottle (700 mL) of Propel Calcium is comparable to that in one 8 oz glass of milk (300 mg), or approximately 30 percent of the daily recommended amount.**

AVAILABILITY

Propel Calcium will be available in the water section nationwide beginning in January 2006.

FLAVORS

Propel Calcium will be available in three great-tasting flavors:

- Mango
- Mixed Berry
- Mandarin Orange

NUTRITIONAL INFORMATION

- The amount of calcium in one bottle (700 mL) of Propel Calcium is comparable to that in one 8 oz. glass of milk (300 mg), or 30% of the daily recommended amount
- **10 calories per 8 oz serving**
- Excellent source of B vitamins (*25% of Daily Value*) that aid in energy metabolism as part of a daily diet
- Non-carbonated and caffeine-free

QUESTIONS

For more information about Propel Calcium, please contact 1-877-3-PROPEL (776735).

www.propelwater.com

| Nutrition Facts | | | |
|---|-----------|-------------------------|-----------|
| Serving Size: 8 fl oz (240 mL) | | | |
| Servings Per Container: about 3** | | | |
| Amount per Serving | | | |
| Calories 10 | | | |
| | | % Daily Value* | |
| Total Fat | 0g | | 0% |
| Sodium | 5mg | | 0% |
| Total Carbohydrate | 2g | | 1% |
| | Sugars 2g | | |
| Protein | 0g | | |
| Calcium | 10% | Vitamin B ₆ | 25% |
| Niacin | 25% | Vitamin B ₁₂ | 4% |
| Pantothenic Acid | 25% | | |
| Not a significant source of Calories from Fat, Saturated Fat, Cholesterol, Dietary Fiber, Vitamin A, Vitamin C, Iron. | | | |
| *Percent Daily Values are based on a 2,000 calorie diet | | | |

** Based on a 700 ml bottle of Propel Calcium Fitness Water