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## **TIGER WOODS' DRIVE TAKES HIM TO THE MOON WITH NEW GATORADE TIGER**

- ***New Gatorade Tiger Contains 25% More Electrolytes To Provide Advanced Hydration***
- ***Consumers Can Win "Out of this World" Prizes & Support The Tiger Woods Foundation***

CHICAGO (March 21, 2008) — One small step for Tiger Woods' golf game has proven time and again to be a giant leap for the world of sports. To celebrate Woods' latest leap - the launch of Gatorade Tiger® - PepsiCo's (PEP) Gatorade brand will take his out of this world golf game to the moon with a comprehensive integrated marketing campaign that includes television and print advertising, digital communications, retail displays, promotions, sampling and cause-related marketing initiatives. The campaign kicks off with a TV spot featuring Woods clad in an astronaut suit and also includes a promotion featuring an "out of this world" prize package to be revealed online in late April. Gatorade Tiger provides advanced hydration to fuel athletic performance and captures the unique qualities of Woods, who currently holds 64 wins on the PGA tour and is arguably the best golfer on the planet.

"I've experienced a lot of amazing moments in my golf career, but Gatorade Tiger is taking me someplace I never imagined with this campaign," said Tiger Woods. "I'm really excited about how this launch has come together because it brings to life that I'm always thinking about taking my game to the next level."

Woods has used Gatorade Thirst Quencher throughout his career and began drinking Gatorade Tiger on course and in his training last December. His signature sports drink is now available nationwide in three new and refreshing flavors inspired and selected by Woods – Red Drive™ (Cherry blend), Cool Fusion™ (Citrus blend) and Quiet Storm™ (Grape blend). Packaging includes a new 500 ml (16.9 oz) bottle and a 32oz bottle. Gatorade Tiger provides the same carbohydrate energy to fuel muscles as Gatorade Thirst Quencher and contains 25 percent more electrolytes to advance fluid and electrolyte replacement. Decades of scientific research show that proper hydration helps athletes stay on top of their game, both physically and mentally.

"Tiger Woods is known for revolutionizing the game of golf by introducing an unprecedented level of fitness, training and focus," said Matt Knott, vice president of marketing for Gatorade. "Tiger is always striving to improve and we are excited Gatorade Tiger can help fuel his march toward history while also fueling and inspiring other athletes to elevate their game."

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Taking a cue from the advertising campaign, Gatorade Tiger will offer consumers an opportunity to take their game to the next level by participating in online and experiential promotions. Beginning in late April, visitors to [www.gatorade.com](http://www.gatorade.com) can play virtual golf on the moon and enter an online sweepstakes to win one of two “out of this world” grand prizes. Additionally, from late April through May, the “Gatorade Tiger Longest Drive Challenge” will visit five cities across the U. S. – Phoenix, Dallas, Chicago, Miami and New York – to offer consumers an opportunity to test their virtual golf skills. The Gatorade Tiger golf simulator competitions will culminate with a national championship event in New York City in late May where the golfer with the longest drive will win the other grand prize.

As part of PepsiCo’s *Performance with Purpose* commitment to the communities it serves, Gatorade will donate \$100,000 to the Tiger Woods Foundation on behalf of fans who register for the online sweepstakes or participate in one of the five “Gatorade Tiger Longest Drive Challenge” events. The Tiger Woods Foundation has reached over 10 million young people through character development programs, scholarships, grants, and the Tiger Woods Learning Center.

Gatorade Tiger is the first product to launch as a result of the recently announced collaboration between Tiger Woods and Gatorade to develop Tiger-inspired sports performance beverages for athletes at all levels. As a first step in the relationship, Tiger underwent sweat analysis testing with the Gatorade Sports Science Institute (GSSI) showcasing his dedication to this collaboration and to improving every aspect of his training and competition. The in-depth scientific testing conducted by scientists from GSSI was designed to shape Woods’ own specialized hydration and nutrition strategy. GSSI scientists measured Woods’ sweat rate, sweat electrolyte concentration, and fluid and electrolyte balance while outlining his energy needs during a vigorous round of exercise.

Gatorade is a division of PepsiCo, Inc. PepsiCo has the nation’s most comprehensive hydration portfolio including leadership brands such as Gatorade Tiger, Gatorade Thirst Quencher, G2, Propel, SoBe Life Water, Aquafina and Tropicana.

The “Gatorade Tiger Moon Shot” ad was produced by Element 79 Partners Chicago.

### **About Gatorade Tiger**

Gatorade Tiger is a brand extension of Gatorade® Thirst Quencher, the nation’s leading sports drink backed by 40 years of research. Gatorade Tiger provides the same carbohydrate energy to fuel muscles as Gatorade Thirst Quencher and contains 25 percent more electrolytes to advance fluid and electrolyte replacement. Proper hydration helps people stay on top of their game, both physically and mentally. The Gatorade Company is part of PepsiCo, Inc. PepsiCo has the nation’s most comprehensive hydration portfolio including leadership brands such as Gatorade Tiger, Gatorade Thirst Quencher, G2, Propel, SoBe Life Water, Aquafina and Tropicana. For more information, please visit [www.gatorade.com](http://www.gatorade.com).

### **About Tiger Woods**

Tiger Woods has had an unprecedented career since becoming a professional golfer in 1996. He has won 85 tournaments, 64 of those on the PGA TOUR, including the 1997, 2001, 2002 and 2005 Masters Tournaments, 1999, 2000, 2006 and 2007 PGA Championships, 2000 and 2002 U.S. Open Championships, and 2000, 2005 and 2006 British Open Championships. With his second Masters victory in 2001, Tiger became the first ever to hold all four professional major championships at the same time. He is the career-victories leader among active players on the PGA TOUR. [www.tigerwoods.com](http://www.tigerwoods.com).

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### **About Tiger Woods Foundation**

Since its inception in 1996 by Tiger Woods and his father, Earl, the Tiger Woods Foundation has reached an estimated 10 million young people through character development, career exploration, scholarships and grant making programs. Programs developed and supported by the Tiger Woods Foundation all share a similar mission of empowering young people to dream big and to set specific goals to achieve their dreams.

Specific programs of the Foundation include the **Tiger Woods Learning Center**, a youth-education facility and curriculum based in Anaheim, California, that will soon expand to Washington, D.C., and Tiger's Action Plan, a nationwide character development program based on Earl D. Woods' book entitled *Start Something*. The Tiger Woods Foundation recently launched the **Fist Pump Challenge**, an online program allowing young people to post videos celebrating a personal goal or achievement. More information on the Tiger Woods Foundation and its programs can be found at [www.tigerwoodsfoundation.org](http://www.tigerwoodsfoundation.org).

### **About GSSI**

Since 1985, the Gatorade Sport Science Institute (GSSI) has been helping athletes optimize their performance and safeguard their health through research and education in hydration and sports nutrition science. Through in-house physiology, biochemistry, sensory and performance labs, and in partnership with universities worldwide, GSSI conducts research and produces educational materials for sports health professionals. There are over 100 peer-reviewed published studies by GSSI worldwide that focus on sports drink efficacy, hydration and heat stress, and physical training. For more information, please visit [www.gssiweb.com](http://www.gssiweb.com).

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