



CONTACTS: Mary Doherty
(312) 821-2584
mary.doherty@gatorade.com

Jill Kinney
(312) 821-3401
Jill.kinney@gatorade.com

GATORADE AND TIGER WOODS JOIN FORCES TO DEVELOP A SIGNATURE LINE OF SPORTS PERFORMANCE BEVERAGES

First-ever athlete-licensing deal for Gatorade; First-ever Tiger-endorsed sports beverage Scientific Testing with the Gatorade Sports Science Institute (GSSI) Kicks off New Relationship

CHICAGO (October 16, 2007) — The Gatorade Company, a division of PepsiCo, and Tiger Woods announced today a collaboration to develop Tiger-inspired sports performance beverages for athletes at all levels. Terms of the licensing deal were not disclosed.

“Gatorade has been part of my game plan for years, whether I’m training or competing, so this is an ideal match,” said Woods. “Gatorade is a winning brand with a proven formula and the science to back it up. That’s why I wanted to partner with them. I’m eager to launch my first signature product in a few months and look forward to developing additional sports performance beverages with Gatorade in the coming years.”

The first product, Gatorade Tiger, is a Gatorade Thirst Quencher subline that will be launched in March 2008. The subline charts new territory for Gatorade, as it marks the first-ever licensing deal for the \$5 Billion brand (US) and Tiger Woods’ first-ever endorsed sports beverage.

“This relationship is built on The Gatorade Company’s unparalleled understanding of athlete needs and Tiger’s unique position as one of the world’s best athletes. By bringing these two leaders together, we feel we have an unprecedented opportunity to provide both Tiger and athletes at all levels the products they need to train and compete at their best,” said Todd Magazine, President of Gatorade. “As a first step in our relationship, Tiger recently underwent sweat analysis testing with the Gatorade Sports Science Institute (GSSI), which showcases his dedication to this collaboration and to improving any aspect of his training and competition.”

The in-depth scientific sweat testing, conducted by scientists from GSSI, was designed to shape Woods’ own specialized hydration and nutrition strategy. A measurement of sweat rate, sweat electrolyte concentration, fluid and electrolyte balance and energy needs were analyzed during a vigorous round of exercise.

“As we have done with many athletes, our testing with Tiger will help him prepare for, and recover from, his toughest workouts and most intense competitions – by meeting his hydration, recovery, nutrition and energy needs,” said Bob Murray, Ph.D., Director of the Gatorade Sports Science Institute. “Not only will Tiger personally benefit from our sports performance testing, but we continue to build our overall knowledge about athletes at all levels and all sports. Of course, this research with Tiger will also help shape the development of the products under his signature line.”

Gatorade Tiger will be available in three new and refreshing flavors inspired and selected by Woods (cherry blend, citrus blend & grape) and will be packaged in a new 500 ml bottle and a 32oz bottle. Gatorade Tiger will be the same scientifically proven formula of Gatorade Thirst Quencher. As with previous Gatorade sublines like Gatorade AM (2007) and Gatorade Rain (2006), the Tiger subline will provide advanced hydration (fluids and electrolytes) and carbohydrate energy to fuel athletic performance. The subline will be positioned to capture the unique qualities of Tiger that have led to 61 wins on the PGA tour.

Additional sports performance innovations from Gatorade and Tiger Woods will be introduced in subsequent years.

About Tiger Woods

Tiger Woods has had an unprecedented career since becoming a professional golfer in 1996. He has won 81 tournaments, 61 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.

About Gatorade

Gatorade® Thirst Quencher, the nation's leading sports drink, is backed by 40 years of research. Gatorade is scientifically formulated and athletically proven to quench thirst, replace fluids and electrolytes and provide carbohydrate energy to enhance athletic performance. The Gatorade Company is part of QTG (Quaker, Tropicana, Gatorade) and is a division of PepsiCo, Inc. For more information, please visit www.gatorade.com.

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.

###