

## **About Icy Splash**

Client: IcySplash.com

### **The world is a thirsty place. That's why there's Icy Splash™.**

Icy Splash was born in New Jersey. It didn't take us long, however, to venture beyond the confines of the Garden State. We knew we had to let everyone know about our clear, natural, fruit-flavored wonder. Now Icy Splash can be found in supermarket chains, groceries and convenience stores throughout the tri-state area (New York, New Jersey and Pennsylvania). We are also rapidly expanding throughout the East Coast market. Today the East Coast, tomorrow the world!

### **Taking advantage of a new age**

Icy Splash is positioned as a "New Age" or "alternative" beverage, placing it smack in the middle of a category that saw sales of over \$11.5 billion in 2000 — an 11.65 percent increase over 1999, as compared to only 0.2 percent growth experienced by the traditional soft drink industry.

### **And that's not all!**

The success of Icy Splash prompted us to create our second refreshing beverage: Icy Splash – Second Generation. This line of carbonated beverages features 14 varieties, including cola, root beer and an assortment of delicious fruit flavors. Originally created for distribution in neighborhood grocery stores in the New York boroughs, our product's reach is currently expanding, thanks to our unique distribution plan.

As we continue our efforts to bring Icy Splash beverages to a thirsty world, we are also developing other product lines. These additional products will allow us to leverage our existing distribution network and expand the company.

### **What's in it for you?**

Icy Splash's unique pricing makes it a clear candidate to be an industry leader. Your company can join in our success and ride the wave to the top.

#### ***Distributors***

We are currently expanding our distribution network throughout the United States. Please contact us for more information.

#### ***Investors***

This unique opportunity is available at just the right time for this industry. Please see our **Investors** section for details.

#### ***Retailers***

Let us prove to you that our product selections will fly right off your shelves. See our **Products** section for more information.