



## **ANNOUNCING THE SPORTS WORLD'S NEWEST POWER COUPLE – VENUS WILLIAMS AND POWERade ZERO**

*Top tennis star partners with **POWERade's** new zero-calorie sports drink*

(Whitestone, NY) – Since she took the tennis world by storm as a 14-year old dynamo, Venus Williams has been a pioneer. From changing the women's game with unrelenting power to entrepreneurial pursuits in design and fashion, Williams is a true innovator. Now, her reputation for trendsetting continues in the beverage category, as she partners with the revolutionary **POWERade ZERO**<sup>®</sup>, which offers the nutrients and hydration benefits of traditional sports drinks without the traditional sports drink calories.

"As a professional athlete with passions and ventures that extend beyond tennis, my days are filled with workouts on the court, in design rooms and in boardrooms," said Williams. "Drinking **POWERade ZERO** gives me a great tasting hydration alternative and the flexibility to choose where my calories come from. **POWERade ZERO** has great potential and I'm thrilled to be part of the team."

An extension of the **POWERade**<sup>®</sup> family, **POWERade ZERO** is the perfect choice for calorie-conscious exercisers and gym-goers who want to replace lost fluids without replacing burned calories. **POWERade ZERO** features important sports drink attributes without the calories, including a purposeful mix of electrolytes: potassium (to aid muscle and nerve function) and sodium (just enough to stimulate thirst and promote consumption, thus leading to proper hydration). **POWERade ZERO** also includes essential B-vitamins to help the body utilize its energy sources and replenish nutrients lost during exercise. The product is currently being rolled out in retail channels nationwide.

Williams is an icon both on and off the court. She boasts six major championships on her résumé, as well as 36 individual tournament titles. In 2007, Williams released EleVen, a collection of women's athletic and lifestyle clothing and sneakers that she created with Steve & Barry's<sup>®</sup>. She's also a global ambassador for United Nations Educational, Scientific and Cultural Organization (UNESCO), a program established to address worldwide gender issues.

"Venus is the ideal face for **POWERade ZERO** – she lives her life with a confident, 'zero limits' mindset that embodies the brand," said Matt Kahn, vice president of marketing for **POWERade**. "**POWERade ZERO** gives exercisers the opportunity to get electrolytes and vitamins, not calories, from their sports drinks. Even though Venus is an elite athlete, she's like many of us who are conscientious about wasted calories."

**POWERade ZERO** is available in three flavors: Strawberry, Grape and Mixed Berry.

### **About POWERade**

POWERade was launched as a fountain beverage in early 1990. By 1992, it gained national distribution as a ready-to-drink thirst quencher. In July 2001, Coca-Cola launched a new formula for POWERade including vitamins B3, B6 and B12, which play a role in energy metabolism. Recently, POWERade introduced POWERade ZERO, a zero-calorie sports drink available in three flavors: Mixed Berry, Grape and Strawberry. For more information, visit [www.us.powerade.com](http://www.us.powerade.com)

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