



## **Tropicana Trop50® Teams with Tony Award-Winner Jane Krakowski to Serve Up Juicy Conversations between Girlfriends in New Advertising Campaign**

*Trop50 Taps Into Insights Around Women Supporting Each Other to Look and Feel Good; Extends Support to Dress for Success® with Launch of “Girlfriends Giving Goodness” Program*

CHICAGO – SEPTEMBER 21, 2010 – Tropicana Trop50 – an innovation that delivers the goodness of juice with 50 percent less sugar and calories, and no artificial sweeteners – is unveiling a humorous new advertising campaign starring two-time Emmy nominee and Tony Award-winner Jane Krakowski. In the “Girlfriends” campaign, Krakowski appears alongside a trio of girlfriends dishing about life, love and looking good.

“We know that the Trop50 consumer is highly connected to her girlfriends, and they support each other in so many ways,” said Memo Maquivar, vice president of marketing for Tropicana. “They help each other look and feel good, which is what Trop50 also aims to do. It can help women manage their weight goals by offering less sugar and calories without sacrificing great taste.”

Developed as a series of vignettes, the campaign will debut on September 20 with a spot called “Gooder.” In the spot, Krakowski mistakes her friend’s praise for Trop50’s sleek, new, curved bottle for compliments on her own figure. In the end, she still manages to secure kudos from her girlfriends. A twist of reality also is used as Krakowski’s real-life friend, television writer Kay Cannon, appears alongside her as one of her girlfriends. To see the ad, visit [www.trop50.com](http://www.trop50.com).

The ads, created by Contagious Content, were directed by “Made of Honor” director Paul Weiland. The campaign, which will extend into 2011, also will include national print advertisements featuring Krakowski.

### **Girlfriends Giving Goodness**

To build on the ad campaign’s theme of women helping other women, Trop50 is partnering with Dress for Success Worldwide, a non-profit organization that provides professional attire and support to women entering the workforce, through the *Girlfriends Giving Goodness* program.

As part of *Girlfriends Giving Goodness*, Trop50 will make a monetary donation to Dress for Success Worldwide, encourage women to donate nearly new or new suits at select Bloomingdale’s across the country on October 9, and co-host seminar events at Bloomingdale’s featuring E! News host and fashion guru Giuliana Rancic. Rancic and Dress for Success will provide tips on how to look and feel great in order to enter the career world with confidence. The first event will take place in New York at Bloomingdale’s 59th Street on October 9. A second event will follow in Miami in January.

“The power of girlfriends can multiply when we tap our networks of friends to support a good cause,” said Kate Keller, Tropicana Trop50 Marketing Manager. “Through *Girlfriends Giving Goodness*, Tropicana Trop50 hopes women will spread the word about the great work Dress for Success does and join together to donate suits that will ultimately help other women look and feel great.”

“Dress for Success is thrilled to be working with Tropicana Trop50 and Bloomingdale’s to educate and empower women,” said Joi Gordon, CEO of Dress for Success Worldwide. “Each year nearly 50,000 disadvantaged women walk through the doors of Dress for Success and

having Tropicana Trop50 and Bloomingdale's working together to help our organization will enable us to serve even more women.”

### **More on Trop50**

This campaign is a momentum builder for Trop50, which was the most successful launch in the chilled juice category in the past five years when it launched in 2009 with an orange juice beverage<sup>1</sup>. In 2010, the portfolio expanded to include three additional flavors— Pomegranate Blueberry, Pineapple Mango and the newest addition this fall, Farmstand Apple.

All Trop50 varieties have just 50 calories in an 8-ounce glass, offer a full day's supply of vitamin C and are a good source of antioxidant vitamin E. The great taste of Trop50 is thanks to a breakthrough use of a zero-calorie, all-natural stevia-based sweetener known as PureVia™. PureVia is the highest quality, all-natural extract of the stevia plant called Reb A. In Trop50, PureVia enhances the sweetness of real fruit juice, naturally.

All Trop50 varieties can be found in the chilled juice aisle in sleek, clear 59-ounce bottles at a suggested retail price of \$3.59.

### **About Tropicana Products, Inc.**

Tropicana Products, Inc., a division of PepsiCo, Inc., is the leading producer and marketer of branded fruit juices. Tropicana markets its products in the U.S. under a variety of brand names, including the Tropicana not-from-concentrate line of juices; Dole® juices and juice blends; Tropicana® Juices and Tropicana Twister® juice beverages. The Dole brand name is licensed from Dole Food Company, Inc. For more information about Tropicana, visit [www.Tropicana.com](http://www.Tropicana.com).

### **About Dress for Success**

Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Since starting operations in 1997, Dress for Success has expanded to more than 100 cities in the U.S., Australia, Canada, Mexico, the Netherlands, New Zealand, Poland, the UK and the West Indies. To date, Dress for Success has helped more than 550,000 women work towards self-sufficiency. Visit [www.dressforsuccess.org](http://www.dressforsuccess.org) to learn more.

### **About Bloomingdale's**

Bloomingdale's is America's only nationwide, full-line, upscale department store and a division of Macy's, Inc. It was founded in 1872 and currently operates 41 stores in New York, New Jersey, Massachusetts, Pennsylvania, Maryland, Virginia, Illinois, Minnesota, Georgia, Florida, Nevada, and California. In addition, in 2010 Bloomingdale's opened its first international location in Dubai and will open four US outlet stores. Be sure to follow Bloomingdale's on Facebook ([www.facebook.com/bloomingdales](http://www.facebook.com/bloomingdales)) or Twitter ([www.twitter.com/bloomingdales](http://www.twitter.com/bloomingdales)), and for more information, or to shop any time, visit [www.bloomingdales.com](http://www.bloomingdales.com).

### **About PepsiCo**

PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 19 different product lines that each generates more than \$1 billion in annual retail sales. Our main businesses - Frito-Lay, Quaker, Pepsi-Cola, Tropicana and Gatorade - also make hundreds of other nourishing, tasty foods and drinks that bring joy to our consumers in more than 200 countries. With annualized revenues of nearly \$60 billion, PepsiCo's people are united by our unique commitment to sustainable growth, called Performance with Purpose. By

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<sup>1</sup> IRI Scan GDMx (2000-2009)

dedicating ourselves to offering a broad array of choices for healthy, convenient and fun nourishment, reducing our environmental impact, and fostering a diverse and inclusive workplace culture, PepsiCo balances strong financial returns with giving back to our communities worldwide. In recognition of its continued sustainability efforts, PepsiCo was named for the third time to the Dow Jones Sustainability World Index (DJSI World) and for the fourth time to the Dow Jones Sustainability North America Index (DJSI North America) in 2009. For more information, please visit [www.PepsiCo.com](http://www.PepsiCo.com).

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