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Odwalla® Expands Plant a Tree Program to All 50 States; Doubles Tree Donations in 2010

The Odwalla Plant a Tree program allows people to donate 200,000 trees, free of charge, to local State Parks

Half Moon Bay, Calif., May 24, 2010 — All 50 states will be competing for trees this summer when Odwalla launches its third annual Plant a Tree program. The program is a partnership between Odwalla and America's State Parks to support the environment and help with important reforestation and planting initiatives.

Beginning May 25, visitors to www.odwalla.com/plantatree can click on one of 50 state park systems where they would like to plant a tree, free of charge. Odwalla will double last year's donation – which went to the 11 participating states – and plant 200,000 trees through the 2010 program. Tree locations will be determined by website visitor designation.

In addition to the Odwalla website, a portion of the trees will be allocated via codes found in the Park Visitor Welcome Kits at participating State Parks. Fans of Odwalla on Facebook also can create their own virtual Microforest by encouraging others to donate trees via the Plant a Tree program. Fans will get virtual credit when their friends participate in the Plant a Tree program – helping to spread the word about the program. As more friends designate tree donations from Odwalla, the fan will get a virtual forest planted in their name.

“It was great to see the overwhelming response to the Plant a Tree program in its first two years and we're delighted to be able to expand its reach to all 50 states in 2010,” said Chris Brandt, Odwalla vice president of marketing. “Odwalla began with a simple

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vision to make great juice, do good things for the community and build a business with heart. The Plant a Tree program is just one of the many ways we are able to recognize this vision today.”

The website portion of the Odwalla Plant a Tree program runs from May 25, 2010 through August 15, 2010. Codes found in the State Park Visitor Welcome Kits can be redeemed through December 31, 2010. The species of trees donated will vary by region and will be planted in fall 2010 and early 2011. Odwalla has donated 160,000 trees since the program began in 2008.

About America’s State Parks

America’s State Parks brings together the state park systems of all 50 states representing more than 2,000 parks nationally. Our state parks encompass natural and cultural treasures, and provide recreation opportunities for more than 725 million visits each year. Learn more at www.americasstateparks.com.

About Odwalla

Odwalla, Inc., the nation’s leading natural health beverage company, delivers nourishment coast to coast with the Odwalla family of juices, juice drinks, soy beverages and nourishing food bars. Odwalla has been making juices and innovating in the natural health beverage category for 30 years. Its nourishing beverages and food bars are available in natural food stores, select supermarkets and specialty outlets throughout the country.

To learn more about Odwalla products and Odwalla’s commitment to the environment, please visit www.Odwalla.com or call 1.800.ODWALLA. Also follow Odwalla on Facebook (www.facebook.com/odwalla) and Twitter (@Odwalla).

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Editors note: high-resolution images of tree planting activities available upon request