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FOR IMMEDIATE RELEASE

MARTINELLI'S CIDER CELEBRATES 140TH ANNIVERSARY WITH
NEW SPARKLING APPLE FRUIT AND BERRY JUICE BLENDS

(WATSONVILLE, CA) May 19,
2008--Founded in 1868 by
Stephen G. Martinelli, a young
Italian-Swiss who followed his
older brothers to California
after the Gold Rush, S.
Martinelli & Company is
celebrating 140 years as a
family-owned cider producer in



Watsonville, California. Currently managed by third-generation CEO Stephen C. Martinelli and his son, President S. John Martinelli, the company continues to press locally-grown Pajaro Valley apples to produce the premiere product, Martinelli's Gold Medal Sparkling Cider, the number one seller in the U.S.

This year, the company is marketing a new line of sparkling juices which are a blend of apple, various berries and other fruits in the same traditional Champagne-style bottle. Following the introduction of Sparkling Apple-Cranberry and Sparkling Apple-Grape juice in the 1980's and 1990's, the new flavors include pomegranate, peach, pear, mango, raspberry, cherry, wild berry and

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marionberry. "These products were created by blending the new juices with our locally-grown Newtown Pippins to achieve a perfect tart-sweet balance of the complimentary flavors." John Martinelli said.

HISTORY

The company's original product, an alcoholic Champagne-style cider, received wide recognition for its high quality, including gold medal prizes at numerous local and national expositions, such as the California State Fair in 1890, the Cotton States & International Exposition in Atlanta (1895) and the Pan-American Exposition, Buffalo (1901), which led to the "Gold Medal" brand trademark. While a student at the University of California at Berkeley, the founder's son, Stephen G. Martinelli, Jr. developed a process to make non-alcoholic apple juice. Martinelli's was the first company to pasteurize apple juice in 1917, which preserved the juice and enabled Martinelli's to meet the long-running demand for an alternative to alcoholic beverages when prohibition was passed in 1920.

In the 20's, Martinelli's was the first to advertise cider on radio and billboards in addition to newspapers and magazines, and the popular product was featured at glamorous locations such as the Del Monte Lodge at Pebble Beach, the Del Coronado Hotel in San Diego, railroad dining cars and the Graf Zeppelin blimp.

DRINK YOUR APPLE A DAY

In the early 1930's a glass, apple-shaped jug was introduced, along with the company slogan "Drink your Apple a Day," inspiring retailers to create elaborate store displays and providing thrifty consumers with an early opportunity to reuse it as a vase, pitcher or lamp. Today, Martinelli's apple-shaped glass bottles are best sellers on eBay.

The healthful choice of non-alcoholic alternatives for weddings and celebrations found Martinelli's Sparkling Cider at the forefront of festivities in the 90's, including victory celebrations in the locker rooms of the Oakland A's and

Pittsburgh Pirates. Recently, Lou Dobbs pointed out that Martinelli's is the foremost producer of apple juice made from U.S.-grown fresh apples with no



imported concentrate, and the *Today Show* recommends two to three glasses of apple juice per day to protect against brain cell damage. Apple juice is also rich in antioxidants, which promotes good health by reducing the risk of certain cancers, heart disease, and asthma. For more information visit www.martinellis.com.

MARTINELLI'S IN THE MOVIES

From a cameo appearance with Cary Grant in *Arsenic and Old Lace* to Spike Lee's *You Gotta Have It* to Hilary Swank's classroom in last year's *Freedom Writers*, and most recently with Will Smith in *I am Legend*, Martinelli's has been a Hollywood favorite. Since the 1920's, the studios of Paramount, Warner Brothers and Cecil B. DeMille used Martinelli's Sparkling Cider as Champagne for their movies. A pregnant Murphy Brown brought Martinelli's to the *FYI* morning meeting, the *ER* docs served it at their Christmas parties and it was a high school cafeteria favorite of *Joan of Arcadia*.

NEW DEVELOPMENTS

In 1994, John Martinelli expanded the business considerably as he spearheaded the acquisition of an additional 285,000 square-foot plant in Watsonville. In 2002, 125,000 square-feet were added to make the room for a new high speed sparkling line that more than doubled their capacity. In 2003, Martinelli's expanded their line of organic juice products and today heads the nation as the number one producer of organic Sparkling Cider. In 2005, the company introduced a 10 oz. apple-shaped plastic bottle which took four years to design and has won many awards for the cutting-edge technology used to produce Martinelli's patented design.

In 2006 Martinelli's introduced a heritage label modeled after the Champagne cider bottled in the 1800's, which bears the antique script Martinelli's logo and the gold seal of the State of California. Governor Schwarzenegger has served this festive Martinelli's heritage product at special state occasions. The company now has three heritage label products incorporating historic designs. A collection of twelve photos from the 19th and 20th century plant archives adorn the back labels of the champagne-style sparkling cider bottles.

From 1868 to the present, Martinelli's Cider and Apple Juice continues to be made only from U.S.-grown fresh apples, and contains no added water, preservatives, sweeteners, concentrates or additives of any kind. All of Martinelli's products have been pasteurized for purity since 1917 and are kosher certified. They are available in every state in the U.S. and in several foreign countries. For more information, visit www.martinellis.com.



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