



NEWS RELEASE

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ABA AND IBWA ANNOUNCE INTERBEV 2010

BEVERAGE INDUSTRY'S PREMIERE TRADE SHOW TO BE HELD SEPTEMBER 22-24, 2010, IN ORLANDO, FLORIDA

WASHINGTON, D.C. — The American Beverage Association (ABA) and the International Bottled Water Association (IBWA) today announced their co-sponsorship of InterBev 2010, the beverage industry's premiere trade show. Following on the resounding success of InterBev 2008, InterBev 2010 will take place September 22-24, 2010, at the Orange County Convention Center in Orlando, Fla.

"InterBev 2010 once again brings together the dynamic memberships of ABA and IBWA and will allow us to continue to broaden the world of opportunities for both exhibitors and attendees," Susan K. Neely, president and CEO of ABA, said. "InterBev continues to evolve with the many changes and new developments in the beverage industry, and next year's show in Orlando will reflect the diversity and innovation of our industry."

"IBWA is excited to again be part of the InterBev convention and trade show," Joseph K. Doss, CEO and president of IBWA, said. "This joint event provides IBWA and ABA member companies, as well as others in the beverage industry, an opportunity to learn about the latest innovations and market strategies to help them grow their businesses. This is particularly important during these challenging times."

Building on the size and scope of the 2008 event, ABA and IBWA will continue to co-sponsor InterBev 2010 to create North America's largest beverage industry event. In addition, industry meetings, including ABA's Annual Membership meeting and Board of Directors meeting, IBWA's Board of Directors meeting and other industry member company meetings, will be held in conjunction with the show.

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Sponsored biennially by ABA, InterBev brings together ABA members and industry representatives for educational sessions, meetings, networking events and the premier beverage trade show exhibition in North America.

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The American Beverage Association is the trade association representing the broad spectrum of companies that manufacture and distribute non-alcoholic beverages in the United States. For more information on ABA, please visit the association's Web site at www.ameribev.org.

The International Bottled Water Association (IBWA) is the authoritative source of information about all types of bottled waters. Founded in 1958, IBWA's membership includes U.S. and international bottlers, distributors and suppliers. For more information about IBWA and bottled water, please visit www.bottledwater.org or call (703) 683-5213.