

Snapple & Starlight Children's Foundation Put a New Twist On Giving With the National Twisted Cap Tricks Tour.

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Snapple To Raise \$100,000 for Children's Charity

Snapple Beverages and the Starlight Children's Foundation are hitting the road this summer in an effort to quench the nation's thirst for fantastic, all-natural beverages and for a good cause, with a wacky under-the-cap promotion and the Twisted Cap Tricks Tour. Snapple has paired with Starlight to bring the Twisted Cap Tricks Tour to 33 cities across the country to spread smiles and brighten the lives of seriously ill children and their families. The driving force behind this initiative is Wendy "The Snapple Lady" and her mysterious companion, Jasen Magic, who will bring dance contests, magic shows, Snapple cap creations and more to communities nationwide.

From the Golden Gate to the Brooklyn Bridge, the Snapple Twisted Cap Tricks Tour will begin in May and end in July, raising \$100,000 to help fund Starlight programs and services. The tour will make lunchtime stops in urban centers where Jasen Magic - Snapple's modern-day Houdini - and Wendy "The Snapple Lady" will put on an amazing show featuring his magic tricks and her hula-hoop moves. Wendy is inviting everyone to get down at the Twist for Charity contest, where the entire community is invited to come down and do "the hula hoop twist!" Plus, free Snapple will be offered to everyone.

To accompany the magical festivities, The Snapple Twisted-Cap Museum will display consumers' Creative bottlecap sculptures. Wendy "The Snapple Lady" will act as the curator of the Museum and give guided tours through the works of art made entirely of Snapple caps! This summer's under-the-cap contest - Twisted Cap Tricks - gives away 8 million prizes as well as 101 recommendations for homemade cap creations like:

- Use four Snapple caps as skateboard hubcaps!
- Turn your cap into a swimming pool for ants!
- Use a Snapple cap as a water dish for your pet hamster!
- Or, you can create a Snapple creation of your own!

Best of all, Snapple is donating a multi-media Starlight "Fun Center" to local hospitals or pediatric care facilities in each city designed especially for the hospitalized children who cannot join in the community festivities. Starlight Fun Centers, brought to the children by Wendy "The Snapple Lady" and Jasen Magic (in select cities), are mobile, state-of-the-art, entertainment units--complete with TV, VCR and Nintendo video game unit--which roll right up to the childrens' bedsides! These bedside units will remain in the hospitals long after Wendy and her crew continues their journey, leaving behind a legacy of laughter.

"The Starlight Children's Foundation commitment to bringing joy to the lives of children in need is nothing short of fantastic," said Steve Jarmon, vice president, Snapple Communications. "Snapple likes to be able to give back to the community and we are pleased to be associated with such an organization."

"Snapple and kids go together," said Laura Thrall of the Starlight Children's Foundation. "Snapple's generous donation to Starlight and the inclusion of Starlight's special kids in the Twisted Cap Tricks Tour events gives us one more way to bring smiles to these young faces."

The Starlight Children's Foundation has enhanced the lives of countless seriously children and their families. By granting wishes and providing state-of-the-art distractive entertainment therapies, over 55,000 children now benefit from the Foundation's services each month. With international headquarters located in Los Angeles, the Starlight Children's Foundation is able to brighten children's lives through a network of chapters located in the United States, the United Kingdom, Australia and Canada.

The Triarc Beverage Group, a unit of Triarc Companies, Inc. (NYSE:TRY), has a beverage brand portfolio that includes Snapple(R), Mystic(R), Royal Crown(R), and Stewart's(R).

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