Gatorade A.M. Fact Sheet

PRODUCT DESCRIPTION:
Gatorade A.M. is a new flavor subline specifically created to appeal to athletes and active people who work out in the morning. The Gatorade Company developed Gatorade A.M. with flavors designed to taste good in the morning, encouraging hydration and providing fuel for morning workouts.

Gatorade A.M. contains the same scientifically proven formula as all Gatorade Thirst Quencher sublines, including the optimal amount of electrolytes (110 mg of sodium per 8 oz) and carbohydrates (6% carbohydrate solution – approximately 14 grams per 8 oz) to rehydrate, replenish and refuel the active body. Gatorade A.M. does not contain caffeine.

BACKGROUND:
Since one-half of all fitness occasions occur in the morning\(^1\) and as little as 2% dehydration can affect performance,\(^2\) Gatorade A.M. was developed to appeal to morning taste and help athletes and active people stay properly hydrated and fueled during their morning workouts.

Based on research on fluid turnover, people lose fluids overnight while they’re sleeping - through water vapor in breathing, urine production and imperceptible water loss through the skin.\(^3,4,5,6\)

People can lose as much as a quart of water, similar in amount to what one might lose during an hour-long workout.\(^7\) That, added to unreplenished daily sweat losses, can lead to inadequate hydration levels for morning exercise. In fact, in research using urine specific gravity as a marker, about 50% of morning exercisers\(^8\) were categorized as inadequately hydrated when they arrived at the gym.

Energy reserves in the liver are also reduced overnight\(^8,9,10\) because your body burns calories (carbohydrate energy) during metabolism even when you are sleeping. Gatorade A.M. also provides carbohydrate to help replace energy reserves and fuel working muscles.

AVAILABILITY:
Beginning in January 2007, two Gatorade A.M. flavors – Tropical Mango and Orange-Strawberry – will be broadly available at grocery, convenience, mass and club stores nationwide. A third flavor – Cran Raspberry – will be available exclusively in a club variety pack at mass/club retail outlets.

FLAVORS:
♦ Tropical Mango
♦ Orange-Strawberry
♦ Cran-Raspberry

SUGGESTED RETAIL PRICE:
♦ 32 oz. bottle for approx $1.39
♦ 64 oz bottle for approx. $2.49
♦ 20 oz. 8-pack for $6.49

QUESTIONS:
For more information on Gatorade A.M. or The Gatorade Company, please contact:
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1 Gatorade Internal Consumer Research, Daypart Exploration '05.