



NEWS

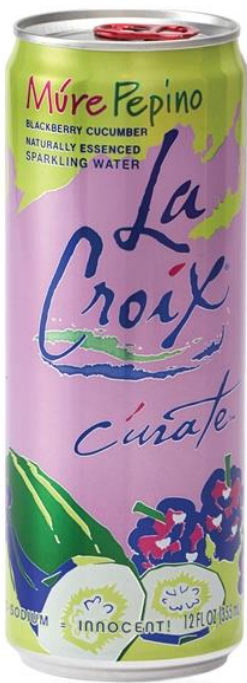
NASDAQ: FIZZ

For Immediate Release

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‘PREVENTION’ MAKES LACROIX MÚRE PEPINO’S INNOCENCE THE BEST CHOICE!

Múre Pepino Receives Cleanest Packaged Food Award



FORT LAUDERDALE, FL, February 29, 2016 . . . Prevention Magazine has selected Múre Pepino (Blackberry Cucumber) of the LaCroix Cúrate line by National Beverage Corp. (NASDAQ:FIZZ) as a winner in the beverage category in Prevention’s 2016 Cleanest Packaged Food Awards. Cúrate is featured in the March issue of the magazine, hitting newsstands and running online this week.

“What better team could there be than ‘Prevention’ Magazine and ‘LaCroix’ for consumers’ health choices. Prevention Magazine is precisely named for its renowned efforts through ‘intelligent’ health advice to its 10.2 million readers . . . thus proving Prevention is the best health protocol! Isn’t it quite astounding that LaCroix’s ‘Innocence’ and Prevention’s goals are identical,” stated Nick A. Caporella, Chairman and Chief Executive Officer.

“Prevention’s endorsement confirms Múre Pepino as the ultimate refreshment that is ‘innocent’ of additives or guilt. Our innovative team combined the crispness of a cool cucumber with the sweetness of a juicy blackberry to create a unique drink that is truly *Innocent* . . . and we certainly agree with Prevention’s depiction of Múre Pepino as tasting ‘just like summer’. National Beverage Corp. was born with a creative gene that resonates within our packaging and absolutely manifests itself when it comes to ingredients. Name another beverage company that so proudly gives its consumers the ‘*thrill of senses*’ by our focus on joy, taste and state of mind (health),” queried Caporella.

“P.S. Maybe it was fortunate that Prevention did not test all of the flavors of LaCroix Cúrate (6), or the editors would have had to rename the magazine *Prevention by Cúrate!*” smiled Caporella.

National Beverage’s iconic brands are the genuine essence . . . of America.

“Patriotism” – If Only We Could Bottle It!

Fun, Flavor and Vitality . . . the National Beverage Way



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