



NASDAQ: FIZZ
For Immediate Release
Contact: Office of the Chairman, Grace Keene

LaCroix Partners with WNBA's Indiana Fever

Ft. Lauderdale FL, December 11, 2024 . . . LaCroix Sparkling Water by National Beverage Corp. (NASDAQ: FIZZ) is proud to announce a multi-year partnership with the Indiana Fever Women's National Basketball Association (WNBA) team.

The agreement includes prominent placement of the LaCroix logo as the first-ever partner on the official Fever warm-up jackets and shooting shirts, LED game clock rotational signage for both upper and lower levels at home games, game-night activation samplings, and the naming of LaCroix as a presenting sponsor of the Indiana Fever Kid's Club. LaCroix will also be the exclusive Sparkling Water of the Indiana Fever and Gainbridge Fieldhouse.

"This partnership with the Indiana Fever fits perfectly with the practice of health and nutrition that is so important to naturally-essenced LaCroix. We are honored to support education and activities that promote women's sports and instruct youth about healthy lifestyles," stated a LaCroix spokesperson.

"The Indiana Fever have seen record-breaking popularity in the 2024 WNBA season, with increased viewership, attendance, and social media engagement. We believe the success and enthusiasm surrounding the Fever will further engage and excite our dedicated LaCroix fans. We are proud to participate in yet another partnership that encourages unity, kindness, and positivity for young people and entire communities," the spokesperson concluded.

"We're thrilled to be the first WNBA team to partner with LaCroix, a long-time champion of girl's and women's sports, to encourage our youth and communities to develop healthy lifestyles through active play and nourishing food," said CEO Mel Raines of Pacers Sports & Entertainment.

"Patriotism" – If Only We Could Bottle It!



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