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Healthy Sunkist® Protein Shots Now Available in One Gallon Stand-up Pouches with The Answer®



New Product and Package to be Launched in SkyMall Catalog

New York, NY (October 4, 2010) – International Dispensing Corporation (IDC) (IDND.PK) announced today the worldwide debut of its newest package: A one-gallon stand-up pouch featuring The Answer®, IDC’s patented, proprietary dispensing technology. This novel Multiserve SafePak™ will contain 48 liquid servings of nutritional protein shots from Sunkist.

Because the pouch is flexible, and because The Answer® tap maintains the freshness of the protein shots without need for refrigeration, the new package brings unprecedented versatility and benefits. The innovative large-format pouches, produced by Fres-Co, are easy to carry, collapse with use, and can be stored anywhere even after dispensing has commenced, giving them the mobility and convenience of single-serve packages. Moreover, they bring all the advantages of bulk packages, costing the consumer significantly less per serving and having a vastly reduced environmental footprint compared to single-serve packages.

The Sunkist® protein shots are produced under a license with BioBev LLC and manufactured by Protica® Inc., makers of the first protein shot, Profect® and dozens of the world’s smallest protein and energy drinks. The shots will initially be available in fruit punch, but will be followed up by a variety of flavors. Protica’s privately labeled and house brands have a wide distribution through tens of thousands of retail locations throughout the healthcare, sports nutrition, and mass retail channels.

The new Sunkist product and package will be sold beginning October 2010 through the SkyMall Catalog, which is exposed to over 640 million domestic airline travelers annually. Large retail outlets are being targeted for early 2011.

“Through our partnership with Sunkist, BioBev, IDC, and Fres-co, we are now able to make protein supplements available in bulk,” says Jim Duffy, founder and president of Protica. “Bulk packaging offers consumers a new level of flexibility in their buying decision. The unique one-gallon pouch saves consumers approximately 30% per serving, while in-depth life-cycle analyses indicate that large-format packaging with The Answer® dramatically reduces the amount of energy, greenhouse gas emissions, and landfill waste compared to single-serve packaging. It is an economical and environmentally responsible option for consumers to get the protein supplements they need for their active lifestyles.”

“The Answer® makes this package possible by keeping the contents safe with or without refrigeration,” says Greg Abbott, founder and chairman of IDC. “The Sunkist® pouch is a really ‘cool’, interactive package that consumers should enjoy. It is a bulk package, but it is also mobile. Each time you consume the product, you can roll up the pouch a bit more so that it

becomes smaller with use. You can safely store it anywhere – in your car, office, backpack, fridge – without concern. At the end, you can squeeze out every last drop, eliminating waste, and when you finally dispose of the pouch you know you are burdening the environment with considerably less packaging material for the same amount of liquid.”

Abbott continues: “It is a product and package for the 21st Century - great for the body, the pocketbook, and the conscience - from Sunkist, one of the greatest and most trusted brands in America. We are delighted to be involved with Sunkist, BioBev, Protica, and Fres-co in this exciting new product launch.”

The Answer® has been scientifically validated by three FDA processing authorities and was written up in the peer-reviewed Journal of Food Protection (March, 2008).

An independent life-cycle analysis conducted by Allied Development, encompassing all areas of the supply chain, from resins to filling to shipping, documents that the MultiServe SafePak™ with The Answer® utilizes significantly less energy and greenhouse gases, and consumes far less landfill, than aseptic cartons, plastic bottles, and milk jugs.

For more information, please visit www.idcdispensing.com.

About Sunkist

Founded in 1893, Sunkist is America's oldest and largest citrus marketing cooperative, owned by thousands of citrus growers in California and Arizona. Over the years, Sunkist has built an international citrus marketing organization and a brand that is one of the best known and most respected in the world. Today Sunkist is a leading licensor with hundreds of products around the globe bearing the famous Sunkist trademark.

About Protica

Founded in 2001, Protica, Inc. is a research-based nutraceutical firm headquartered in Whitehall, Pennsylvania. In its privately owned 250,000 square foot facility, Protica manufactures capsulized foods, such as Profect®, IsoMetric®, Fruitasia®, and Proasis®, in ready-to-drink form. To learn more about Protica please visit <http://www.protica.com>.

About International Dispensing Corporation

Founded in 1995, International Dispensing Corporation (IDC) is a research and development company that develops, manufactures, and licenses cutting-edge dispensing solutions for the packaging and foodservice industries. For more information about IDC and its products, please visit www.idcdispensing.com

About BioBev

Founded by a team of highly experienced food and beverage marketing experts, BioBev, LLC is a company dedicated to creating new product concepts that deliver unique consumer benefits and experiences. BioBev is the creator and exclusive distributor for Sunkist Energy and Sunkist Protein, under a trademark license agreement from Sunkist Growers, Inc. To learn more about BioBev, please visit www.BioBev.com