

GERSHONI DEVELOPS ADINA'S INTERACTIVE VISION FOR THE LAUNCH OF THE BREAKTHROUGH BEVERAGE BRAND

FOR IMMEDIATE RELEASE

SAN FRANCISCO, CA (SEPTEMBER 20, 2009) – Gershoni Creative, an agency at the forefront of digital brand design, announces its role in the design and launch of AdinaWorld.com. With a revolutionary “reverse-engineered” design developed to channel content directly from the groundswell of social media, Gershoni’s new vision for AdinaWorld.com catapults the company into the future of interactive branding.

A joint effort from the founders of Sobe and Odwalla, Adina beverages marry the dichotomous values of their creators into a single, highly-evolved brand – uniting back-to-basics social consciousness with the sleek, smart and witty sensibility of Web 2.0. Gershoni’s interactive strategy expresses the same game-changing mindset that sets the brand apart, creating a living, breathing, self-directed website that evolves in real time.

The new AdinaWorld.com features a rich interface that features content from popular social media sites including Facebook and Twitter, offering a direct view of public dialogue surrounding the Adina brand. The innovative design is not only a highly authentic reflection of Adina’s mission and holistic business model; it also offers an unparalleled level of transparency. Visitors to the site are welcomed into a conversation — devoid of self-conscious corporate positioning, where constant information-seeking and engaged communication is served fresh.

“Adina has an outstanding message and purpose, along with a powerhouse leadership team. We were able to really get a sense of their brand mission and their corporate ethic, and that has been a great part of the storytelling we’ve been engaged in,” says Amy Gershoni, director of strategy at Gershoni.

With a unique understanding of the digital space and ever-evolving grasp on new technology and trends, Gershoni has created an intimate, interactive online experience optimized to create and encourage dialogue – expressing the essence of the Adina brand and engaging on a personal level with its consumers. www.adinaworld.com

ABOUT GERSHONI

Gershoni is a Creative Agency helping brands claim their identity and find their voice in a noisy world. Gershoni’s branding philosophy is founded in the real, open expression of a brand’s true identity. Specializing in long-term partnerships, the firm helps clients navigate the evolving brand landscape through insightful strategy and breakthrough creative and

authentic programs. With a unique understanding of the value of relationships, Gershoni advocates for and Implements solutions that tap into the most powerful tools in business: communication, emotion, and human experience. www.gershoni.com

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