

# SODASTREAM ANNOUNCES RETAIL DEBUT IN JAPAN

AIRPORT CITY, Israel and TOKYO, Oct. 27, 2011 /[PRNewswire](#)/ -- SodaStream International, Ltd. (NASDAQ: SODA) announced that its products are now available for sale in Japan following today's media launch event from the ABC Cooking Studio in Tokyo which featured over 50 members of local and national media, along with celebrity well-wishers and other distinguished guests from the consumer retail industry. In April 2011, SodaStream signed an exclusive distribution agreement with Synergy Trading Corporation and had advised that the products would be available in Japan during the fourth quarter of this year.

(Logo: <http://photos.prnewswire.com/prnh/20100903/NY58941LOGO-b>)

"We are excited to be among the first retailers to welcome SodaStream to Japan," said Naoko Ueda, Chief Buyer of Takashimaya, Japan's premier department store providing high-quality consumer products nationwide for over 180 years. "Our customers can experience the entire SodaStream product range, including soda makers, flavors and CO2 refills, and we are confident that they will enjoy the many benefits that it offers."

"The SodaStream revolution is here," stated Toshihiro Haranaka, founder and CEO of Synergy Trading Corporation. "We believe that Japanese consumers will embrace SodaStream and we are proud to unveil it for the first time at this exciting SodaStream launch event."

Daniel Birnbaum, CEO of SodaStream, commented from today's event in Tokyo, "Since announcing our distribution agreement six months ago we have worked diligently with our partner, Synergy Trading, to begin offering our system in Japan, including preparing new flavor formulations specific for this market. We believe that the many benefits of SodaStream, such as convenience, value, health and wellness, and environmental friendliness, will resonate strongly with Japanese consumers. In addition, SodaStream offers a space-saving benefit that is particularly helpful in Japan, where kitchen space is typically small. We look forward to working closely with Synergy Trading as we continue to build out our retail presence in this important market during the years ahead."

## About SodaStream

SodaStream manufactures home beverage carbonation systems, which enable consumers to easily transform ordinary tap water instantly into carbonated soft drinks and sparkling water. Soda makers offer a highly differentiated and innovative solution to consumers of bottled and canned carbonated soft drinks and sparkling water. Our products are environmentally friendly, cost effective, promote health and wellness, and are customizable and fun to use. In addition, our products offer convenience by eliminating the need to carry bottles home from the supermarket, to store bottles at home or to regularly dispose of empty bottles. Our products are available at more than 40,000 retail stores in 42 countries around the world. For more information on SodaStream, please visit the Company's website: [www.sodastream.com](http://www.sodastream.com).

## Forward Looking Statement

This release contains forward-looking statements, which express the current beliefs and expectations of management. Such statements are based on management's current beliefs and expectations and involve a number of known and unknown risks and uncertainties that could cause our future results, performance or achievements to differ significantly from the results, performance or achievements expressed or implied by

such forward-looking statements. Important factors that could cause or contribute to such differences include risks relating to: our ability to expand into our target markets, including the United States; our ability to continue to develop or maintain our presence in retail networks; our ability to develop and implement production and operating infrastructure to effectively support our growth; the success of our marketing campaigns and media spending in terms of increased sales or increased product and brand name awareness; our ability to maintain our customer base in markets where we have an established presence; the risks associated with our reliance on exclusive arrangements for the distribution of our home beverage carbonation systems and consumables in each of the markets in which we use third-party distributors; our ability to compete effectively with other companies which currently offer, or may offer in the future, competing products; potential product liability claims if any component of our home beverage carbonation systems is misused; our ability to protect our intellectual property rights; our being found to have a dominant position in certain markets which may place limits on our ability operate; risks associated with our being subject to fluctuations in currency exchange rates; our potential exposure to greater than anticipated tax liabilities; our products being subject to extensive governmental regulation in the markets in which we operate; adverse conditions in the global economy which could negatively impact our customers' demand for our products; and other factors detailed in documents we file from time to time with the United States Securities and Exchange Commission. Forward-looking statements in this release are made pursuant to the safe harbor provisions contained in the Private Securities Litigation Reform Act of 1995.

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