

New K-Scope App Gives Consumers a Fresh Spin on Their Favorite Memories Through Creation of Custom Kaleidoscope Music Videos on Facebook

ENGLEWOOD CLIFFS, N.J., Sept. 13, 2013 /PRNewswire-USNewswire/ -- Lipton® Tea, America's favorite tea brand, has announced the introduction of its new hot and iced tea varieties now available in K-Cup® packs for Keurig® K-Cup® single cup brewing systems. To celebrate the launch, the brand is releasing the Lipton K-Scope app -- an interactive application available on Lipton's Facebook page (www.Facebook.com/LiptonUS).

Just as Lipton K-Cups offer tea lovers a new way to enjoy delicious Lipton tea blends, Lipton's K-Scope app offers consumers the opportunity to put a fresh spin on their favorite memories by creating and sharing custom kaleidoscope music videos using their very own Facebook photos.

"We thought it would be fun for our consumers to put a fresh spin on their favorite memories by allowing them the ability to share, with friends and family, all the ways they celebrate meaningful blends in their lives!" said Melissa Weingarten, Lipton Brand Building Director in the U.S.

Consumers are encouraged to visit the Lipton Facebook page (www.Facebook.com/LiptonUS) to create their own K-Scope by clicking on the "Lipton® K-Cup® Packs" tab. A prompt will appear with an authorization to pull photos from the user's personal Facebook library. Consumers are then able to develop and view videos using the Lipton K-Scope app via Facebook on their home computers and select mobile devices.

The application will allow consumers to select one of three K-Scope templates depending on the "fresh spin" they want to bring to life. Each template is inspired by the delicious combinations of each new Lipton K-Cup® pack – Refresh, Indulge and Soothe:

- **Lipton REFRESH:** This crisp and refreshing *iced sweet tea* is made of fresh-pressed tea leaves and sweetened with cane sugar. This new variety joins GMCR's current Brew Over Ice collection for Keurig K-Cup® brewers, an innovative line of beverages that are specifically crafted to brew directly over ice – great for an easy and refreshing mid-day uplift.
- **Lipton INDULGE:** Tea drinkers can savor the taste of *rich black tea* from fresh-pressed tea leaves, blended with delicious natural flavors for an indulgent aroma and taste.
- **Lipton SOOTHE:** This *smooth green tea* is made from tender green tea leaves, herbs, and blended with natural flavors. The delicate taste of green tea is an invitation to relax.

Lipton K-Cup® packs are available in 10-count, 16-count, 22-count and 24-count boxes, and can be found at grocery, mass, and drug retailers nationwide and purchased online. Pricing is at the discretion of each retailer.

To discover all the ways of experiencing new Lipton K-Cup® packs, visit Lipton's Facebook page (www.Facebook.com/Lipton). To learn more, please visit www.LiptonKCupPacks.com .

About Lipton® With more than 100 years of experience, Lipton is one of the world's great refreshment brands, with tea-based drinks including leaf tea, infusions, and ready-to-drink iced tea. Lipton K-Cup packs are available in 10/12ct, 16/18ct, and 22/24ct K-Cup boxes at grocery and retail stores nationwide. For more information on Lipton, please visit [Face](http://www.Facebook.com/Lipton)
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or
LiptonT.com

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Media Contact: Raquel ErwinZeno Group, for Lipton raquel.erwin@zenogroup.com 212.299.8951

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