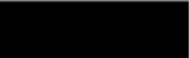


# CATTERTON partners

599 West Putnam Avenue, Suite 200  
Greenwich, CT 06830

  
www.cpequity.com

October 21, 2009

Mr. Thomas Mottola  
Chairman and CEO  
Mottola Co.  
590 Madison Avenue, 21st floor  
New York, NY 10022

Dear Tommy:

On behalf of Catterton Partners ("Catterton") and the other members of the Board of Directors at O.N.E. (the "Company"), we thank you for taking the time to speak with each of us over the past couple weeks.

We could not be more excited at the prospect of you joining our Board of Directors. We hope our discussions successfully conveyed the magnitude of the opportunity at O.N.E., and that you have a sense of the joint commitment of management, PBG and Catterton to realize the inherent potential of the Company. We firmly believe that, together, we will build upon the early success of the past two years and propel O.N.E. toward more rapid growth and into a leader in functional beverages. Accordingly, we have capitalized the Company to pursue broader distribution, line extensions into enhanced coconut waters, and a sustainable marketing and PR program.

As you are aware, in addition to strategic guidance, Catterton and PBG take an active approach to create the value we identify in every investment we undertake. We believe this approach, combined with the strength of the executive team, and your assistance with marketing and international opportunities will provide powerful catalysts to drive extraordinary results at O.N.E.

Accordingly, we would welcome your formal participation on O.N.E.'s Board of Directors.

## **Tenure and Remuneration**

We envision an initial period of two years, renewable bi-annually for additional two year term(s), as agreed to by the parties. For the initial two year period, O.N.E. will compensate you in your capacity as a Board Member, as follows:

- Reasonable and customary out-of-pocket expenses, incurred with respect to travel and attendance for board meetings; plus
- Incentive units equal to 0.50% of the Company's outstanding equity, as of the issuance date commensurate with the start of your term.