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KVA VOLLEYBALL ATHLETES PARTNER WITH SUJA JUICE

UCLA's Lexy Denaburg and Sophie Moore pair with USC's Megan Kraft and Julia Scoles

IRVINE, Calif. – Four KVA beach volleyball athletes recently signed a deal with Suja Organic, the nation's leading cold-pressed, organic and non-GMO beverage company.

University of California Los Angeles (UCLA) standouts Lexy Denaburg and Sophie Moore and University of Southern California (USC) All-Americans Megan Kraft and Julia Scoles will represent the brand through various media and advertising mechanisms.

As part of the partnership, the foursome will also promote the brand through their social media channels and serve as ambassadors for the organic beverage company.

Lexy Denaburg, a sophomore All-American at UCLA played on the Bruins #1 pair in the 2021 & 2022 seasons. She won the USA Volleyball (USAV) U21 Beach Volleyball US Championship last summer and qualified to represent Team USA at the 2021 Beach Volleyball U21 World Championships in Thailand.

Sophie Moore, a native of Encinitas, Calif., is a freshman at UCLA. She graduated from La Costa Canyon High School and played club volleyball with WAVE Beach, winning the 2019 and the 2021 Women's Open as well as the 18U Tour Stop; she also won the 2019 AVP First SoCal Zonal Championship and the 2018 AVP First in Huntington Beach.

Megan Kraft, a sophomore All-American at USC, played on the #1 pair for the Trojans' 2021 NCAA National Championship team and was named the 2021 Pac-12 Conference *Freshman of the Year*. Prior to her commitment to play for USC, Kraft was the No. 1-rated beach recruit by *Volleyball Magazine*. Kraft, along with USC teammate Delaynie Maple, are the current FIVB Beach Volleyball U19 World Champions (representing Team USA in Thailand in December, 2021).

A native of Mooresville, N.C., Julia Scoles transferred from Hawai'i to USC as a graduate student in 2020. She is a 2021 All-American and played for USC's #2 pair on the 2021 National Championship Team. She's a former All-Big West Conference Selection (U of Hawai'i) and former indoor volleyball All-ACC Selection (University of North Carolina).

All four athletes are represented by KVA Sports, an athlete representation firm headquartered in Orange County.

"We are very excited about this unique partnership between our four athletes and Suja Juice," said KVA Sports President Kurt Varricchio. "This is a great opportunity for our athletes to represent an exceptional company with an extensive and elite product line."

ABOUT KVA SPORTS

KVA Sports, LLC. is an athlete representation firm headquartered in Orange County, Calif. While KVA Sports had previously placed an emphasis on professional baseball players, the agency recently expanded its client roster to include beach volleyball players through a partnership with local agency PushPlay Sports & Entertainment Marketing.

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Through the partnership with PushPlay, and thanks in part to a recent ruling effective July 1, 2021, which allows NCAA athletes to earn compensation for the use of their Name, Image and Likeness ("NIL"), KVA Sports has expanded its areas of expertise and services to include professional and collegiate beach volleyball players, as well as NIL marketing.

ABOUT SUJA JUICE CO.

Suja Juice is the nation's #1 Organic, Non-GMO, Cold-Pressed juice brand and among the fastest growing beverage companies in the U.S. Suja began from a shared dream to help people transform their lives through conscious nutrition and is notably the first juice company to offer organic, cold-pressed juice for under \$4. Today, Suja upholds its mission to democratize organic juice and put the best quality clean juice in the hands of as many people as possible. With a wide range of cold-pressed organic offerings, Suja has a product for every lifestyle. Each of Suja's handcrafted lines are Certified Organic and Non-GMO Project verified. All juices, smoothies, and shots are cold pressured using High Pressure Processing (HPP) to kill any harmful bacteria and preserve maximum nutrition and taste. Suja is available for purchase at most major grocery and natural foods stores nationwide and select products can be purchased online at SujaJuice.com. For more information on Cold Pressure Technology, please visit <https://coldpressurecouncil.org/>.

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