

San Francisco Business Times - January 3, 2007

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Adina For Life raises \$5 million in second round

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Adina For Life Inc., a San Francisco beverage startup, raised \$5 million in a second-round financing, according to Keiretsu Forum, the nation's largest angel investor network.

Keiretsu said Wednesday that several members from its Northern California chapters -- San Francisco, East Bay and Silicon Valley -- participated in the financing.

Adina will use some of the money on its strategy of using music and mobile media to promote its line of beverages based on organic recipes from around the world.

The company's CEO is Greg Steltenpohl, who also founded Odwalla Juice. Odwalla was sold to the Coca-Cola Co. (NYSE: KO) for \$181 million in 2001.

"What took us 20 years to build at Odwalla we hope we can do at Adina in six or seven," Steltenpohl said.

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