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The Today Show Gets Fizzy with New Fizz Cup

MANHATTAN BEACH, Calif., March 15, 2009— It's a new twist on an old favorite that had Kathie Lee and Hoda foaming at the mouth.

The Fizz ice cream soda float was featured during last week's national broadcast of *The Today Show*. "It's an adorable fun gizmo that lets you mix your favorite soda and ice cream in an easy and clean way," explained bubbly co-host Hoda Kotb.

Fizz Cup inventor David Chodosh, founder of Jonzo, Inc., invented something new and different with this unique design. "The Fizz makes slurping the ice cream soda an experience for people of all ages," explains Chodosh. "The Root Beer float is an American classic that has never really been "refreshed." As a toy designer I couldn't help but re-imagine this to make it more fun and memorable."

So, what's all the fizz about? Chodosh has created a cool-looking "mixing chamber" cup that screws onto a soda bottle and separates the ingredients – the soda and ice cream mix at just the right time, in just the right amount. When the bottle is squeezed, the soda squirts into the ice cream cup, creating a fizzy volcano inside the cup. It's also reusable after rinsing, and is the ultimate party item.

The Fizz Cup is now available through online sales via the website, and will soon be available in various retail outlets and ice cream shops. In addition, licensing opportunities with athletic teams, amusement parks, and stadiums are under consideration.

For more information and photos, visit <http://www.icecreamfizz.com>