



SodaStream Announces Pricing of Initial Public Offering

AIRPORT CITY, ISRAEL -- November 2, 2010 -- SodaStream International Ltd. today announced the pricing of its initial public offering of 5,447,368 ordinary shares at a price to the public of \$20.00 per share. SodaStream manufactures home beverage carbonation systems, which enable consumers to easily transform ordinary tap water instantly into carbonated soft drinks and sparkling water. The closing of the offering is scheduled to take place on November 8, 2010.

J.P. Morgan Securities LLC and Deutsche Bank Securities Inc. are acting as the joint bookrunning managers for the offering. In addition, certain shareholders of the Company have granted the underwriters a 30-day option to purchase an additional 817,105 ordinary shares solely to cover overallotments. SodaStream's ordinary shares will start trading on the Nasdaq Global Select Market under the ticker symbol "SODA" on November 3, 2010.

This press release shall not constitute an offer to sell or a solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such an offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

A registration statement relating to these securities has been declared effective by the Securities and Exchange Commission. Copies of the final prospectus may be obtained, when available, from J.P. Morgan Securities LLC, via telephone at: (866) 803-9204 or by mail at c/o Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, New York 11717; or from Deutsche Bank Securities Inc., via telephone: (800) 503-4611, or standard mail at 100 Plaza One, Jersey City, New Jersey 07311, Attn: Prospectus Department.

About SodaStream

SodaStream manufactures home beverage carbonation systems, which enable consumers to easily transform ordinary tap water instantly into carbonated soft drinks and sparkling water. Soda makers offer a highly differentiated and innovative solution to consumers of bottled and canned carbonated soft drinks and sparkling water. Our products are environmentally friendly, cost effective, promote health and wellness, and are customizable and fun to use. In addition, our products offer convenience by eliminating the need to carry bottles home from the supermarket, to store bottles at home or to regularly dispose of empty bottles. Our products are available at more than 35,000 retail stores in 39 countries around the world.

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