

What Do You Call Your Sweetie? Don't Make A Boo-Boo!

(NAPSA)—Looking for a way to endear yourself to your dearest? A recent survey says pour on the sweet nothings.

The survey interviewed 500 residents in Boston, New York, Philadelphia and Washington, DC and learned that “honey” was the favorite term of endearment among 24 percent of them. “Sweetie” ranked second in the survey with 11 percent of the vote, while “baby” and “babe” garnered ten and seven percent respectively. At the bottom of the list in love’s lexicon were “darling,” “muffin” and “boo-boo,” each with less than two percent of the vote. Why? Well, just ask anyone who’s been called “boo-boo.”

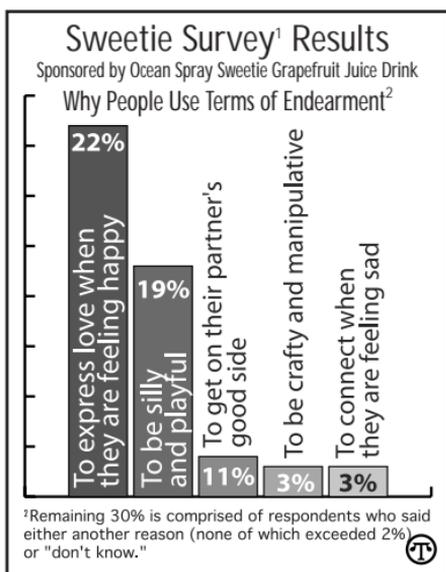
“Terms of endearment in American culture are extremely important,” said Greg Godek, relationship expert and author of *1001 Ways To Be Romantic*. “Whether you are single or married, one of the easiest ways you can express your feelings and keep romance alive is by showing affection with your favorite sweet nickname.” The Sweetie survey sponsored by Ocean Spray’s new Sweetie Grapefruit Juice Drink, reveals interesting insights about how people view and use pet names.

Additional results of the survey include:

- 37 percent of respondents agree that they usually use terms of endearment “to express love when they are feeling happy,” 23 percent use them “to be silly and playful.”

- Among women, the top “sweetie” celebrities are George Clooney (22 percent), Brad Pitt (19 percent) and Russell Crowe (10 percent). Among men, Janet Jackson (20 percent), Meg Ryan (15 percent) and Jennifer Aniston (12 percent) were the biggest celebrity sweeties.

- Among the sweetest things that one’s partner could do: plan a



surprise vacation (39 percent), prepare a delicious meal (35 percent) and plan a surprise night out (33 percent).

The Sweetie survey was named for Ocean Spray’s Sweetie Grapefruit Juice Drink, a surprisingly sweet, light and refreshing drink made with Sweetie grapefruits, designed for an all-family appeal. Just one serving provides 130 percent of the recommended daily value of vitamin C, and is a good source of vitamin A in the form of the antioxidant beta-carotene.

“We believe Sweetie Grapefruit Juice Drink will completely change the way consumers think about grapefruit,” said Wendy Wildes, Marketing Manager, Grapefruit Business Team. “We hope to add new households of grapefruit juice drinkers—entire families who enjoy the unmatched sweet, light and refreshing taste of Sweetie.”

Developed at the University of California in 1958, the Sweetie grapefruit has a higher sugar content and lower acid level, offering a less bitter, sweeter taste than most other varieties.

You can learn more by visiting www.oceanspray.com.

Note to Editors: ¹The Sweetie Survey was conducted between November 20 and December 4, 2001. 500 surveys were conducted among a representative sample of adults, aged 18 and over, in four U.S. cities (New York, Boston, Philadelphia and Washington, DC). In each city, 125 phone interviews were administered. The margin of error is +/-4.38% on the overall sample and +/-8.77% within each city sample. The product is currently only available in Washington, D.C.; New York; Ohio; Delaware; New Jersey; Vermont; Virginia; Connecticut; Pennsylvania; West Virginia; Maryland; Rhode Island; North Carolina; South Carolina; and the Los Angeles area of California.