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Samples upon request

**HYDRIVE SUCCUMBS TO CONSUMER PRESSURE – ADDS
ANOTHER ENERGY CHEW FLAVOR**

“The Energy Drink Without The Drink” is now available in Berry Burst

RYE, NY, July 13, 2009 – After two months of consumer protests, the management of HYDRIVE Energy LLC, has finally given in and launched an additional flavor of their wildly popular HYDRIVE Energy Chews.

“We originally only wanted to do one flavor,” said Brian O’Byrne, HYDRIVE’s CEO. “After all we’re just a small company and really busy rolling out our energy drinks. Launching a totally new form of energy was hard work and one flavor seemed like all we could manage.” But response to the Orange Burst flavor was so outstanding that HYDRIVE knew the only way to quell the angry mob protesting daily outside their offices was to give the people what they really wanted – a second flavor of chews.

“I was sitting there listening to an old Chuck Berry song when it hit me,” said Mike Weinstein, HYDRIVE’s Chairman and Energy Czar. “But when I told our marketing head, Charly-Ann, about my idea, she said that it was a bad idea to name it Chuck and suggested Berry instead. That’s why we pay her the big bucks.”

HYDRIVE Berry Burst Energy Chews, just like Orange Burst, come in foil pouches containing 4 individually foil wrapped chews. Each pouch delivers the same energy as an energy drink or energy shot but in a convenient edible form.

HYDRIVE Energy Chews are supported by national television advertising (view the commercial at www.hydriveenergy.com). They also have all the usual boring stuff like POS, sampling programs, banner ads and the obligatory pages on Facebook and Twitter. HYDRIVE Energy chews are rolling out this summer across the nation and are available at all sorts of cool stores and truck stops as well as on-line.

About HYDRIVE ENERGY LLC

HYDRIVE ENERGY LLC was founded in 2006 by beverage executives Mike Weinstein (former CEO Snapple Beverages) and Brian O’Byrne (former CEO Yoo-hoo/Orangina). The company is headquartered in Rye, N.Y. and is focused on bringing healthier energy products to market. Their non-carbonated HYDRIVE Energy Drinks are sold in over 15,000 stores across the U.S (the Northeast, Mid-Atlantic, Midwest and pretty soon lots of other Red and Blue states). They provide a delicious, hydrating energy lift with just 30 calories per bottle. HYDRIVE Energy Chews were launched in May of 2009. For more information, visit www.hydriveenergy.com.

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