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Product samples will follow

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**HYDRIVE LAUNCHES THE NEXT TREND IN ENERGY:  
THE HYDRIVE ENERGY CHEW**

*The Energy Drink Without The Drink*

RYE, NY, May 4, 2009 – Energy drinks exploded onto the U.S. beverage scene in 1997 when Red Bull first launched in California. Today the energy drink category has over 500 brands and generates over \$5 billion in annual sales revenue. In 2004, 5 Hour Energy Shots were introduced which offered consumers a quick energy boost without having to consume a large amount of liquid. That category is estimated at over \$500 million and has hundreds of brand entries.

But energy drinks and shots have been characterized by their extreme taste and scary ingredients which led the team at HYDRIVE Energy to recognize a unique market opportunity – extend their healthier HYDRIVE enhanced water energy drink line into a new convenient edible form – a soft **energy chew**. HYDRIVE Energy Chews deliver all the benefits of HYDRIVE Energy Drinks - great taste, vitamins, electrolytes, antioxidants, and full power energy boost – in a convenient non-liquid form that can be enjoyed anywhere at anytime.

“HYDRIVE’s Energy Chews will appeal to people looking for the boost of an energy drink without having to drink,” says Brian O’Byrne CEO of HYDRIVE Energy LLC. “The idea of being able to conveniently get an energy boost at any time – on-the-go or just sitting at your desk - was incredibly appealing to folks we talked to and is exactly what they want. They loved the idea that these chews taste great and provide nutrients in addition to energy.”

HYDRIVE Energy Chews come in foil pouches containing 4 individually foil wrapped chews. The chews are available in 2 flavors – Orange Burst and Berry Burst. A pouch of chews contains 400% RDI of Vitamin C, 200% of Vitamin B3, B5, B6, and B12, 20% Calcium, plus 160 mg of caffeine, (equal to about 2 cups of coffee) The chews have been specially formulated to provide a long-lasting, time-released boost of energy without the crash or jitters associated with other energy products. Plus the convenience of the soft chew form allows consumers to enjoy them at their leisure and at virtually any activity from mountain climbing to yoga to watching TV.

HYDRIVE Energy Chews will be supported by local and national television advertising beginning May 4th. Go to [www.hydriveenergy.com/ad](http://www.hydriveenergy.com/ad) to see the 30 second commercial.

HYDRIVE Energy chews will be available on-line at the HYDRIVE website, [www.hydriveenergy.com](http://www.hydriveenergy.com), as well as at select stores around the country.

### **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. and provide a delicious, hydrating energy lift with just 30 calories per bottle. For more information, visit [www.hydriveenergy.com](http://www.hydriveenergy.com).

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