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Product and photos available upon request

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## **U.S. recovery led by HYDRIVE Energy, LLC**

*HYDRIVE R, Recovery Formula, being unveiled across the U.S. today*

RYE, NY, February 3, 2009 – Nothing stimulates the economy like a new energy drink flavor. That’s why the nice folks at HYDRIVE Energy are launching Grape Fusion **HYDRIVE R** (Recovery Formula). Like the five other HYDRIVE flavors, it has just 30 calories per bottle (6 grams of sugar), 100% of four B-Vitamins, and delivers a smooth energy lift without the jitters. HYDRIVE R utilizes a proprietary formula which combines Acai Extract, Aloe Vera, Caffeine, Electrolytes, Amino Acids, Taurine and B-Vitamins.

“**HYDRIVE R** has an outstanding grape flavor and is specially formulated to help recover from a long run or a long night” says Brian O’Byrne, CEO of HYDRIVE Energy LLC. “Also, adding the letter “R” to our line-up allows us to spell many more words which are important for the country such as SAVER and SERVE.”

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 marketing better tasting, healthier energy products. HYDRIVE Enhanced Water Energy Drinks are currently available in over 20,000 retail accounts in 42 states. For more information, visit [www.HydriveEnergy.com](http://www.HydriveEnergy.com).

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