



CONTACT:

City Girl Concepts

Kendra Glen / Kendra@citygirlconcepts.com / 917 848 7274

Tara Cathcart / Tara@citygirlconcepts.com / 917 536 6676

FOR IMMEDIATE RELEASE

HYDRIVE LAUNCHES UNIQUE DECAF ENERGY DRINK

Targets untapped consumer audience who avoid caffeine

RYE, NY May 25, 2011 - HYDRIVE Energy, one of America's fastest growing energy drink companies, is set to deliver a great new choice to your healthy beverage options with HYDRIVE **DECAF**, a unique caffeine free energy drink entry into the fastest growing beverage category with over \$5 billion in annual sales.

Loaded with B-Vitamins (B3, 5, 6, 12), D-Ribose and Choline, HYDRIVE Decaf is 100% caffeine and taurine free and contains only 30 calories per 15.5oz bottle. Available in a tasty Wild Peach flavor, HYDRIVE Decaf offers an alternative for those consumers who want energy but avoid caffeine.

Interestingly, there are plenty of consumers who cannot get enough caffeine. So the company will simultaneously launch HYDRIVE **EXTRA STRENGTH** which contains 20% more caffeine than the leading energy drinks. Extra Strength comes in a delicious Black Cherry flavor and contains 195mg caffeine, 50mg Yerbe Mate and only 30 calories per bottle!

"We now offer the consumer a full range of energy alternatives from caffeine-free to extra strength." explains Mike Weinstein, HYDRIVE Chairman and Energy Czar.

Working with a group of Harvard Business School students, HYDRIVE developed a novel digital marketing program using QR codes on the new flavors. Every label of Decaf and Extra Strength will sport a QR code that, when scanned, takes consumers to

a mobile site offering a constantly changing array of wacky fitness trivia, contests, free prizes and product information. “By developing a mobile site that delivers changing content on every scan, we digitally replicated the “under-the-cap” promotional experience often used in traditional soft drink marketing” explains HYDRIVE Director of Marketing and Digital Media, Charly-Ann Oddo.

HYDRIVE Enhanced Water Energy Drinks deliver jitter-free energy and optimum hydration in a great tasting, low calorie, non-carbonated beverage. They can be purchased in over 30,000 retail locations in 44 states and retail for \$1.49-\$1.79 per bottle. HYDRIVE is also available online at www.hydriveenergy.com for \$2.25 per bottle (including shipping).

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) and is headquartered in Rye, N.Y. HYDRIVE products are primarily distributed by Dr Pepper Snapple Group [NYSE:DPS] and Polar Beverages, both of whom have a minority interest in the brand. For more information, visit www.hydriveenergy.com.