



**HYDRIVE Energy LLC**  
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**FOR IMMEDIATE RELEASE**

## **HYDRIVE Energy Launches Novel Use of QR Codes**

HYDRIVE Energy, the maker of fast-growing HYDRIVE Enhanced Water Energy Drinks, is set to launch a novel approach to QR codes on two new products – DECAF and EXTRA ENERGY. Each label of HYDRIVE's 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.

HYDRIVE worked with a group of Digital Marketing students at Harvard Business School to create a QR code strategy for the brand. "Although QR codes are becoming increasingly popular in the U.S., we're one of the first beverage companies to introduce the code on our package and the first to send consumers to a site that delivers fresh and varied content each time they visit. By offering different content with each scan, we replicated the "under-the-cap" promotional experience often used in traditional soft drink marketing but in a digital way. This difference encourages our consumers to have a more interactive and intimate relationship with our product," explains HYDRIVE Director of Marketing and Digital Media, Charly-Ann Oddo.

The HYDRIVE QR site, developed by RealArt USA, features four sections; a changing daily trivia fact or a free prize; a monthly sweepstakes; a link to product information; and a link to Facebook. The social media component is an important strategic initiative for HYDRIVE as they continue to build it out.

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#### About HYDRIVE Decaf

HYDRIVE Decaf, Wild Peach flavor, delivers energy with absolutely no caffeine and is perfect for those people or times where caffeine isn't desired.

#### About HYDRIVE Extra Strength

HYDRIVE Extra Strength, Black Cherry flavor, delivers 20% more caffeine than the leading energy drinks and is perfect for those times when you need a little extra boost.

#### About HYDRIVE Energy

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 drinks to market. 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](http://www.hydriveenergy.com).