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Product and photos available upon request

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HYDRIVE ENERGY TO DEBUT NEW TV SPOT ON THE 2010 TOUR DE FRANCE BROADCAST

New commercial features World's Fastest Cyclist Sam Whittingham

RYE, NEW YORK June 28, 2010 – HYDRIVE Energy LLC, makers of **HYDRIVE** Enhanced Water Energy Drinks, will be introducing a new 30 second TV spot on the Tour de France broadcast which runs from July 3 to July 25 on Versus Network. The commercial was produced by Shrink NY Advertising. A link to view the commercial can be found on HYDRIVE's website - www.hydriveenergy.com. It will air over 130 times, appearing in all 21 stages of the Tour and generate over 20 million impressions.

The commercial features the World's Fastest Cyclist, Sam Whittingham, powering his unique speed-bike across the California desert and re-energizing himself with a cold bottle of HYDRIVE. Last year, Sam broke the world record for a human traveling under his own power by reaching a speed of 82.819 miles per hour (which would get you a speeding ticket in all 50 states).

In addition to the TV campaign, HYDRIVE's marketing effort includes full-page print ads in *Bicycling Magazine*, *Men's Fitness*, *UFC* and *WWE* plus advertorials in *Cosmopolitan*, *Self* and *Shape*. The company will be conducting a national sampling campaign at over 100 fitness events including triathlons, bike-a-thons and running races. HYDRIVE will also be supported with social media campaigns on Facebook, Twitter and via on-line cycling blogs.

"Because of our long-time association with Sam Whittingham and the cycling community's fascination with speed and energy, we thought the Tour de France broadcast would be the perfect medium to launch this new spot" said Brian O'Byrne, CEO of HYDRIVE Energy LLC. "Cyclists really love HYDRIVE because it tastes great, is low in sugar and calories, and delivers refreshment plus long-lasting energy without the jitters.

HYDRIVE is in its fourth year of dynamic growth with 2010 sales up over 100%. It is currently available in approximately 75% of the U.S. through 25,000 retail outlets and is expanding its distribution every day (except Sundays when they rest).

ABOUT HYDRIVE - First developed in 2006, **HYDRIVE** Enhanced Water Energy Drinks are considered the first "crossover beverages" in the industry. By combining the nutrition, hydration and low calories of enhanced waters with the kick of an energy drink, HYDRIVE appeals to consumers seeking both refreshment and energy. The company is headquartered in Rye, N.Y. and is jointly owned by company management, Dr Pepper Snapple Group (NYSE:DPS) and Polar Beverages. For more information, visit www.hydriveenergy.com.

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