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**HYDRIVE ENERGY DRINK SPONSORS**  
**2009 WORLD HUMAN POWERED SPEED CHALLENGE**

**Cyclists will vie to break the world's speed record of 82.3MPH on a flat course**

BATTLE MOUNTAIN, NV, September 1, 2009 – HYDRIVE Energy LLC, makers of **HYDRIVE Energy Drinks** and **HYDRIVE Energy Chews**, is the title sponsor of the 10<sup>th</sup> annual **World Human Powered Speed Challenge** (WHPSC) in Battle Mountain, Nevada, the week of September 14<sup>th</sup>, 2009.

“The object of this competition is to showcase the World’s Fastest Human propelled by his or her own power,” said Al Krause, Race Director of WHPSC ([www.whpsc.org](http://www.whpsc.org)).  
“We set a world record last year and hope to do it again.”

Last year, champion cyclist Sam Whittingham broke the world record for a human traveling under his own power by reaching a speed of 82.3 miles per hour. That exceeds the legal speed limit for a car in all 50 states (the event gets a special exemption so none of the contestants gets a ticket). You can follow the attempt to break the world record at [www.Twitter.com/hydrive](http://www.Twitter.com/hydrive) beginning September 15.

“HYDRIVE Energy Drinks help power people to perform at their best by providing a long-lasting boost of energy and only 30 calories” said Brian O’Byrne, CEO of HYDRIVE ENERGY LLC. “While all the other energy drinks are promoting gas guzzling race cars or airplanes, we prefer the kind of energy that doesn’t pollute the atmosphere or leave you jittery.”

HYDRIVE Energy products are currently being rolled out nationally by the Dr Pepper Snapple Group (NYSE:DPS) throughout their distribution system and will be available across the U.S.

**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. Their innovative HYDRIVE Energy chews were just introduced in April, 2009. For more information, visit [www.hydriveenergy.com](http://www.hydriveenergy.com)

**The WHPSC** is organized by the International Human Powered Vehicle Association [www.ihpva.org](http://www.ihpva.org) , a non-profit membership based organization. The IHPVA sanctions and promotes World Records promoting innovation in the design and development of human-powered vehicles on land, air and water.

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