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EVEN ENERGY DRINKS STARTING TO FOLLOW TREND TOWARD HEALTH AND WELLNESS!

HYDRIVE® energy drinks launched in Boston with nutrient enhancements, low sugar, and no jitters/no crash. It's "Better Energy."

Boston, Mass., March 25, 2008 – Energy Drinks are all the rage, with the category growing 32% over last year and hundreds of new entries flooding the market. A handful of brands dominate the marketplace -Red Bull, Monster, and Rockstar. However, as consumers move away from sweet, carbonated, beverages, it appears the next generation of energy drinks may look more like today's fastest growing refreshment beverages which are lighter, non-carbonated and healthier. HYDRIVE, the pioneer of the healthier energy movement, is launching a groundbreaking line of nutritionally enhanced, non-carbonated energy drinks! Packed with vitamins, antioxidants, electrolytes and pure spring water, HYDRIVE Energy Drinks are low sugar, low calorie and great tasting.

The three new entries in vibrant colors are:

- HYDRIVE V, Vitamin Energy Drink – contains 100% RDI of 6 essential vitamins - Citrus Burst
- HYDRIVE X, Antioxidant Energy Drink – contains 6 powerful antioxidants - Triple Berry
- HYDRIVE E, Endurance Energy Drink – contains 6 vital electrolytes - Lemon-Lime

Unlike most energy drinks in cans, these products are packaged in a proprietary 15.5 ounce resealable PET “Gripper” bottle. Hydrive is perfect for on the go, hiking, biking, the gym, or any activity where you need energy. All HYDRIVE energy drinks provide full power “Better Energy” because they have less sugar (6 grams), low calories (30), amino acids, electrolytes, vitamins, pure spring water and are specially formulated to prevent the jitters.

-More-

“The energy drink market continues to boom,” says Brian O’Byrne, CEO of HYDRIVE. “Through research, we have identified a unique opportunity among a large group of consumers who need energy but prefer healthier, non-carbonated beverages. They want products that are lighter, tastier and more refreshing yet give them a boost without the jitters. With HYDRIVE, consumers get exactly what they want.”

HYDRIVE is available in and around Boston at Cumberland Farms, 7-Eleven and other retailers. It has a suggested retail price of \$1.99.

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. For more information, visit www.hydriveenergy.com.

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