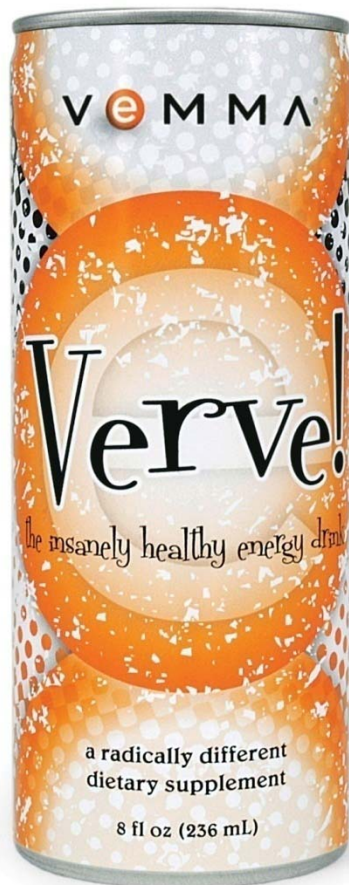


Verve!

PRESS RELEASES



Monday, February 11, 2008 - 12:13 PM MST

Phoenix Suns deal with Verve puts team in distributor role

The Business Journal of Phoenix - by **John Lombardo** Street & Smith's SportsBusiness Journal

On its surface, the **Phoenix Suns** new partnership with the high-octane Verve energy drink looks like any other NBA deal, including the sponsorship of a swanky arena club and prerequisite signage. But that's where the similarity ends, because the deal also calls for the Suns to become a distributor of Verve and take a cut for every can sold.

It's the first arrangement of its type in the NBA and one that could potentially alter terms of future sponsorship deals throughout all sports leagues.

"The deal completely aligns our marketing assets with their desire to sell product," said Suns President Rick Welts. "And because Verve is distributed online as opposed to retail, there is real measurement opportunity. If we can drive someone to a Web site and they buy the product, we get credit."

Welts refused to disclose the team's cut in sales from the five-year deal, but a source said the company will pay between \$300,000 and \$400,000 annually for the Verve Lounge sponsorship in the US Airways Center.

Up to now, Verve has been sold only online, and the team will act as a distributor of the product through a Suns information page on the company's Web site. The product will not be sold directly on **Suns.com**, but an advertising banner on the team site directs viewers to the company's site.

The Suns also will sell the product in their arena, becoming the only retail point of sale for Verve, which is owned by Scottsdale-based **Vemma Nutrition Co.** Verve costs \$44 for 12 eight-ounce cans.

"From the NBA team side there is real upside," Welts said. "In addition, the deal allows us to deliver measurable results and we like the idea of tying incentive to it." The structure of the deal lets Verve specifically track the return on its investment with the Suns.

"It is a response to the market that is telling us to justify their investment," Welts said. "We love it because there is no barrier to increase spending. It is the evolution of what we have been talking about in terms of activation and return on investment."

The Suns have begun sampling and promoting the product in the newly christened Verve Lounge and they are considering a host of promotional efforts, including gift cards offering discounts to drive business to their Verve site.

"This is a dynamic partnership that really blazes a new trail of strategic marketing for both organizations," said Vemma CEO BK Boreyko.

NBA officials are closely monitoring the partnership, and if it proves successful, they will push other teams to make similar deals. "This hasn't been done in any team sport and it doesn't work for every company, but it makes a lot of sense for teams to distribute a product that is linked to their fan base," said Chris Heck, senior vice president of team business operations for the NBA. "I think we will see teams take this to other categories and product lines because the business is moving beyond advertising."

The Verve partnership does not conflict with the Suns' Gatorade deal because Verve is considered to be in a separate category. "The jury will be out on this deal," said Bill Sutton, a former NBA marketing executive who runs his own consulting company. "It is experimental and innovative. If it works, you will see more companies trying to find ways to track product sales through team assets."

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FOR IMMEDIATE RELEASE: April 8, 2008

VERVE! ENERGY DRINK ANNOUNCES PARTNERSHIP WITH L.A. AVENGERS OF THE ARENA FOOTBALL LEAGUE

Verve! is the Official Energy Drink of the AFL's L.A. Avengers

LOS ANGELES - The L.A. Avengers of the popular Arena Football League have entered into a new marketing partnership with Verve to become the Official Energy Drink of the team as announced today by Executive Vice President Matt Wikstrom.

Created by the Scottsdale-based wellness company Vemma®, Verve is a new, insanely-healthy energy drink packed with vitamins, minerals and a great tasting tropical fruit flavor. Available in low natural sugar or sugar free, Verve provides the nutrients the body needs, making it the perfect natural energy boost for professional athletes and Avenger fans, alike.*

"Our partnership with Verve matches the enthusiasm our fans bring to each game. In comparing Verve's healthy benefits against the competition, Verve is a breakthrough," says Matt Wikstrom, Executive Vice President of the L.A. Avengers. "With Verve, we are looking forward to sharing a new kind of energy with our fans all season long." Verve's partnership with the L.A. Avengers presents a unique opportunity for the arena football team to enter into the strategic hybrid marketing concept, a combination of network and retail marketing. Verve will also be the official sponsor of the L.A. Avenger "Pre-game Jams" where the Avenger Street Team will be outside the Staples Center at every regular season home game sampling Verve to fans and handing out Verve and Avenger collateral.

"Aligning Verve with the L.A. Avengers' game intensity and energy on and off the field is going to make this partnership a dynamic powerhouse. As a strong contender in the energy drink marketplace, Verve raises the bar for energy drink consumers and ultimately will give Avenger fans the healthy energy rush this game demands without the backlash,"* says Vemma CEO, BK Boreyko.

Verve is packed full of healthy, energy boosting ingredients and contains no artificial flavors. Vitamins, minerals, organic green tea, mangosteen and aloe are fused with an incredible energy blend to give you everything you're looking for in your energy boost, all with the added benefit of not having to choke down another vitamin pill.*

FOR IMMEDIATE RELEASE: April 24, 2008

Native American Basketball Gets Verve

All-Native American basketball tournament partners with Verve to bring nutritional energy drink to Native Country

Phoenix - The sixth annual Native American Basketball Invitational (NABI) tournament preparations were in full swing this week and organizers have a lot to be energized about, not the least of which is their new energy drink, Verve.

NABI has now partnered with Verve - already the official energy drink of the Phoenix Suns and the Arena Football League L.A. Avengers - to become the official energy drink of NABI.

"We are excited to promote an energy drink that has nutritional value, a healthy alternative to the energy drinks now on the market," says GinaMarie Scarpa-Mabry, co-founder of NABI.

Created by the Scottsdale-based wellness company Vemma®, each can of Verve has a full serving of their popular liquid vitamin VEMMA and comes in a low natural sugar and sugar-free version. Healthy, energy-boosting ingredients such as vitamins, minerals, organic green tea and aloe are fused with an energy blend to provide an energy boost without the lethargic backlash associated with other high sugar energy drinks*. Verve also uses mangosteen fruit for additional antioxidants and to give a smooth, exotic tropical flavor.

Vemma's President and CEO BK Boreyko says, "The Native American community is a vital market for both Vemma and Verve. Our association with NABI only accelerates our plans to help make a positive impact on this community."

Since its inception, NABI founders made a decision to not solicit soft drink companies as sponsors for the tournament due to the age of the community they are serving and the health issues that Native American youth and communities face. "Verve goes along with our mission to use our tournament to teach the importance of proper nutrition and exercise to the youth NABI serves. It's a perfect match!" says Scarpa-Mabry.

NABI is launching the partnership with Verve at the Indian Gaming '08 Trade Show and convention in San Diego and at NABI games. NABI games are scheduled to take place July 21-25 with the championship played at US

FOR IMMEDIATE RELEASE: April 28, 2008

La Costa Resort Taps Verve! for Energy

Energy drink is new choice for health-oriented vacationers at La Costa

Scottsdale, Ariz. (April 2008) - La Costa Resort and Spa has selected Verve as a healthy energy drink option for guests. Verve will be available to guests and members at the resort in The Marketplace, golf course and tennis shop.

Verve is a great tasting, fast-acting energy drink with a daily dose of premium vitamins, minerals and antioxidants such as the powerful mangosteen/aloe juice phytonutrients (bioactive plant substances).

"It's the right choice to offer our clientele to show we care about our guests' wellness," says La Costa general manager, April Shute. "The resort features many amenities for guests and with La Costa drawing a large number of families, we realized the active and youth would want energy drinks."

Nestled among the beautiful coastal foothills of Carlsbad, California, in North County San Diego, La Costa Resort and Spa boasts 400 acres of green, lush property. Amenities include the 43,000 square-foot Spa at La Costa, tennis, golf and more. La Costa's 610 rooms are spacious and well-appointed, and now include luxury villas. The Resort boasts a Clubhouse with a fitness center, two acclaimed restaurants and two championship golf courses. The entire resort, linked by walkways and washed in color by lush vegetation and gardens, enjoys a village-like ambience.

Vemma®, the makers of Verve, is a family-owned and operated wellness leader based in Scottsdale, Arizona. According to Vemma's President and CEO, B.K. Boreyko, "La Costa exemplifies luxury and wellness for its patrons. By offering Verve at the resort, this is going to be a wonderful amenity for guests and members to experience an ultra-premium energy drink that caters to health and positive well being."

FOR IMMEDIATE RELEASE: May 21, 2008

Phoenix Mercury Partners with Verve Energy Drink **Verve! is the Official Energy Drink of the Phoenix Mercury**

PHOENIX - The Phoenix Mercury has entered into a marketing partnership with Verve to become the Official Energy Drink of the team as announced today by Jay Parry, Phoenix Mercury President and COO. As part of the partnership, the Mercury's home at US Airways Center becomes one of the select locations to offer Verve to fans, since the product is primarily sold online and through Vemma® independent members. Verve will be available at select concession areas in the arena at all Phoenix Mercury home games.

The five-year marketing partnership, the first of its kind for this WNBA team, includes the Verve Energy Zone—a high-energy section for Phoenix Mercury fans to cheer on their defending champs. "The Phoenix Mercury is pleased to enter into a five-year partnership with Verve," said Mercury President and COO Jay Parry. "It is the first partnership of its kind for the Mercury and is a testament to our growing fan and marketing partnership base."

"This partnership allows Verve to reach the vibrant fans of the Phoenix Mercury. Verve is an exciting complement to the momentum and energy that the WNBA championship team personifies on and off the court," said Vemma CEO, B.K. Boreyko.

Verve is a delicious, fast-acting energy drink that contains the powerful mangosteen fruit for additional antioxidant protection, and is available in low natural sugar or sugar free. Mercury fans can visit the information page on VerveEnergyDrink.com for further information on ordering the product.



FOR IMMEDIATE RELEASE: May 30, 2008

Four Seasons Hotel and Resort in Las Vegas Picks A Winner with Verve! Energy drink selected by prestigious hotel

Las Vegas, Nevada. (May 2008) - Four Seasons Las Vegas has selected Verve as a healthy energy drink option for its guests. Verve will be available in the hotel's guest rooms and poolside. Verve is a great tasting, fast-acting energy drink with a daily dose of premium vitamins, minerals, antioxidants and powerful bioactive plant substances such as mangosteen and aloe juice phytonutrients.

"The Four Seasons name is synonymous with quality and they are very selective about everything they offer to their high-end clientele. We made several presentations to their management staff before receiving the approval for Verve to be part of their family of products," stated David Reeder, Vemma Presidential. "They are an award-winning Top 100, Five Diamond hotel and for them to select Verve as an alternative to other energy drinks is further validation of the quality and the tremendous potential we have with Verve!"

The Four Seasons Las Vegas is located in the Mandalay Bay Hotel complex on the exciting Las Vegas strip. It is, however, a complete world of its own. With the top room rate in Las Vegas and service to match, its guest list always includes some of the world's rich and famous.

Vemma®, the maker of Verve, is a family-owned and operated wellness leader based in Scottsdale, Arizona. According to Vemma's President and CEO, BK Boreyko, "The Four Seasons Las Vegas exemplifies luxury and utmost service for its patrons. By offering Verve at the resort, the Four Seasons is providing an ideal amenity for guests to experience an ultra-premium energy drink that caters to health and positive well-being."

FOR IMMEDIATE RELEASE: Thursday, June 26, 2008

Contact: Lori Mireles, Vemma® Nutrition Company lori@vemmma.com

**Vemma Teams Up with NASCAR Craftsman
Truck Series Leader Johnny Benson
World's Most Powerful Liquid Antioxidant Sponsors
Benson's Race in Memphis**

SCOTTSDALE, AZ - June 9, 2008 - Arizona-based Vemma Nutrition Company, a major player in the health and wellness industry, is sponsoring NASCAR Craftsman Truck Series driver Johnny Benson, of the Bill Davis Racing team, at this Saturday's race in Memphis.

Coming off his third consecutive win at The Milwaukee Mile, Johnny currently stands as the series points leader. "Having Vemma on board is going to give us even more of a competitive edge. This team pushes it to the max and I'm excited to know that Vemma's powerful antioxidant formula has what my body needs to compete for a win," states Benson.

Vemma is a clinically studied, physician formulated liquid antioxidant supplement. Two ounces a day provides the body with a full spectrum of balanced vitamins, plant-sourced minerals, and antioxidant support from the powerful mangosteen fruit, aloe vera and green tea.

"Think of Vemma as high octane fuel for your body. Being a liquid, it goes to work in the very first sip, tastes great and is a simple solution for building a strong nutritional foundation" says BK Boreyko, President and CEO of Vemma. Johnny and the Bill Davis Racing team only put the best of everything into their trucks. They lead a fast-paced life on and off the track and we're excited that Vemma's results-driven formula will complement the team's run this weekend."

Recipient of the most popular driver award for the past two years, Johnny Benson will debut Vemma's sponsorship on the hood of his Toyota Tundra on June 28 at the Memphis Motorsports Park. Catch all the action on Speed TV as he defends the number one position.

For more information about Johnny Benson's 2008 race season, visit <http://www.nascar.com>.

Johnny Rock Page, Pro Superbike Racer, Signs on as Newest Verve Spokesperson

07.01.08 |



Verve Energy Drink has a brand new spokesperson, AMA-PRO Superbike Racer, **Johnny Rock Page**.

Page, who is also a successful entrepreneur with his own clothing line Johnny Rock Clothing, says that he lives by the motto, “Dream Big, Anything is Possible.” Recently, page won the Unlimited Superbike Expert and Unlimited Supersport Expert races at the 2007 Daytona Nationals. This year, he continued his streak, winning the CCS Race of Champions.

His most recent endeavor was signing on as the spokesperson of one of the fastest growing, energy drinks, Verve. Verve’s motto, “The Insanely Healthy Energy Drink” fits Page perfectly. At 39, he is still fit, active and enjoys competing.



“I’m very excited about this partnership and honored to represent such a great product,” said Page. “Verve not only gives me the energy I need, but the vitamins as well, which allows me to race longer without the ensuing crash linked with other energy drinks.”

Verve has been very active about increasing its presence in the sports world. In the past year, they became the official drink of the **NBA Phoenix Suns** and the WNBA Phoenix Mercury. Verve has a great reputation of being an all natural and healthy alternative to the typical energy drink out there.

While Rock is not as well known as the NBA and WNBA teams, the X-Treme sports like superbikes, have a large following, especially with the demographic that is buying energy drinks, so this is a smart move by the company. Rock is also in talks to have his own reality show, so this deal might get them even more exposure on national TV



Rancho Bernardo Inn Chooses Verve! **Ultra-premium supplements highlight focus on guest wellness at Rancho Bernardo Inn**

Scottsdale, Ariz. (July 2008) - Rancho Bernardo Inn Golf Resort & Spa has selected Vemma® and Verve as supplement options for their guests. Vemma and Verve will be available to guests and members at the resort in its acclaimed Spa and as well at its award-winning restaurant.

Vemma is an amazing nutritional discovery that contains a daily dose of premium vitamins, minerals and antioxidants such as the powerful mangosteen fruit and aloe vera phytonutrients. Verve is a great tasting, fast-acting energy drink that is comprised of a two-ounce daily dose of Vemma in six ounces of sparkling water. Both supplements offer a simple, convenient and complete daily nutritional foundation for Rancho Bernardo guests.

"Verve and Vemma are the right choice to offer our clientele to show we care about our guests' wellness," says Rancho Bernardo Inn Director of Food and Beverage, Mark Eberwein. "The resort features many amenities for guests and with Rancho Bernardo drawing a large number of families, we realized the value of providing premium supplements."

Rancho Bernardo Inn Golf Resort & Spa is a Legendary Southern California Golf Resort and Conference Center specializing in providing guests with the perfect guest experience. This has resulted in 12 Gold Key Awards, 18 Executive Choice Awards, 18 Mobil Four Star Resort Awards and 32 AAA Four Diamond Resort Awards, and most recently the SPA AT RANCHO BERNARDO INN was VOTED BEST RESORT SPA IN NORTH AMERICA BY CONDÉ NAST TRAVELER. "This is a great honor," says Rancho Bernardo Inn General Manager, John Gates. "We are ecstatic that our guests and the magazine's readers have discovered that our newly remodeled Spa is a lush, garden oasis, complete with temperature-controlled, outdoor treatment casitas, outdoor fireplaces, relaxing water features and sunning lounges. Our 18-Hole Championship Golf Course is resort golf at its best and we've hosted both a PGA and LPGA event. Best of all, the first tee is just steps from our lobby – so you're hitting the links within minutes of checking in."

Vemma, the makers of Verve, is a family-owned and operated wellness leader based in Scottsdale, Arizona. According to Vemma's President and CEO, BK Boreyko, "Rancho Bernardo Inn exemplifies luxury and wellness for its guests. By offering Vemma and Verve at the resort, these are going to be value-added amenities for guests and members to experience ultra-premium nutrition that caters to health and positive well-being."



FOR IMMEDIATE RELEASE: July 24, 2008

Contact: Bridget Bond
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Krank Golf Long Drive Team Chooses Verve! for Energy **Insanely healthy energy drink perfect match for world class team**

(Scottsdale, AZ - July 2008) - Krank Golf has teamed up with Scottsdale-based wellness company Vemma to bring Verve, the most insanely healthy energy drink on the market, to the golf industry. As the official sponsor of the Krank Golf Long Drive Team, Verve combines three great products in one can: a delicious, fast-acting energy drink; an ultra-premium vitamin and mineral supplement and a powerful super juice with mangosteen and aloe phytonutrients.

In addition, the Krank Golf El Diablo Driver will serve as the official Driver of Vemma. Krank Golf and its Remax World Long Drive Champion El Diablo Driver are currently dominating the golf long drive industry with not only a World Long Drive Championship under their belt, but also multiple long drive tour wins this year.

"This relationship is a perfect match for Krank Golf. We are all health and fitness junkies. You cannot compete at the highest level of our sport if you do not take your overall health seriously. After meeting with our world class Long Drive team, I figured out that most of them were not staying consistent with their nutritional needs and they all drink very unhealthy energy drinks on a daily basis. After being introduced to Verve the decision was a no brainer! Every hitter on the Krank Long Drive team endorses Verve and drinks it daily," says Lance Reader, President of Krank Golf.

This new relationship provides a great opportunity for Krank Golf and Vemma to expand its influence in areas new to both companies. Not only is Krank Golf selling and promoting Verve, but it's also providing its customers the opportunity to get involved on a business level as Vemma distributors.

To see all Krank Golf products including Verve, visit www.krankgolf.com or call (480) 699-5041 with any questions you might have. Krank The Verve!

FOR IMMEDIATE RELEASE: Friday, July 25, 2008

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Vemma Teams Up Again with NASCAR Craftsman Truck Series Leader Johnny Benson World's Most Powerful Liquid Antioxidant Sponsors Benson's Race in Indianapolis

Scottsdale, AZ (July 2008) - Arizona-based Vemma Nutrition Company, a major player in the health and wellness industry, is once again sponsoring NASCAR Craftsman Truck Series driver Johnny Benson at this Friday's race in Indianapolis.

Coming off his second win of the season at Kentucky Motor Speedway, Johnny has reestablished his position as the series points leader. "We're excited to have Vemma on board again and are looking forward to a great race. The Bill Davis Racing #23 team works tirelessly to build me a competitive truck for every race and I know the powerful antioxidant formula in Vemma has what my body needs to help me compete for a win," states Benson.

Vemma is a clinically studied, physician formulated liquid antioxidant supplement. Two ounces a day provides the body with a full spectrum of balanced vitamins, plant-sourced minerals, and antioxidant support from the powerful mangosteen fruit, aloe vera and green tea.

"Think of Vemma as high-octane fuel for your body. Being a liquid, it goes to work in the very first sip, tastes great and is an ultra-convenient solution for building a strong nutritional foundation," says BK Boreyko, President and CEO of Vemma. "We're also very pleased to be back with Johnny and Bill Davis Racing for the event in Indianapolis. Our two organizations are a perfect match; like Vemma, Johnny and Bill Davis Racing set the standard in their industry. Vemma is a results-driven formula that will complement the team's efforts this weekend in their attempt to bring home a win and increase Johnny's points lead in the series."

Recipient of the most popular driver award for the past two years, Johnny Benson will drive the #23 Vemma Toyota Tundra on Friday, July 25th at O'Reilly Raceway Park. Catch all the action on Speed TV as he defends the number one position.

For more information about Johnny Benson's 2008 race season, visit <http://www.nascar.com>.

FOR IMMEDIATE RELEASE: September 5, 2008
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Phoenix Mercury unveils CaféMerc.com presented by Verve Energy Drink

**CaféMerc.com is the first social networking site to be launched in
the WNBA**

PHOENIX - The Phoenix Mercury launched today CaféMerc.com, a new social networking site. Presented by Verve Energy Drink, the official energy drink of the Phoenix Mercury, CaféMerc.com is the first social networking site to be launched in the WNBA.

Basketball fans are invited to join the network and build their own profile pages, write blogs, participate in message board discussions and upload Mercury-related photos, artwork and videos.

"Mercury fans want more than just the latest news and information," said Mercury and Suns Vice President of Interactive Services, Jeramie McPeck. "They want to be able to interact with the site, voice their opinions and help us create exciting new content. CaféMerc.com will be a new hot spot for our fans to express their passion for Mercury basketball."

"Verve is thrilled to present CaféMerc.com," said Vemma CEO, BK Boreyko. "The new social networking site is a reflection of the momentum and energy which are represented in both Verve and the Mercury."

As part of the five-year marketing partnership between the Phoenix Mercury and Verve, the Mercury's home at US Airways Center is one of the select locations to offer Verve to fans, offering healthy energy to fans at all Phoenix Mercury home games at select concession areas in the arena. Fans will also be able to purchase Verve product at CaféMerc.com, by clicking through to VerveEnergyDrink.com. The arena features the Verve Energy Zone - a high-energy section for Phoenix Mercury fans to cheer on their defending champs.

Tickets for the remaining 2008 regular-season games held tonight, September 5 and Sunday, September 7, are on sale now and can be purchased online at www.phoenixmercury.com, by phone at 602.252.WNBA, at the US Airways Center box office and at all Ticketmaster locations.

Verve Energy Drink Becomes Official Beverage of AHL Team, Milwaukee Admirals

09.08.08 |

Vemma, makers of the wildly popular **Verve Energy Drink**, has just joined forces with yet another sports team. Verve, the “insanely-healthy energy drink” will now be the official drink of the American Hockey League’s **Milwaukee Admirals**.

Admirals President Jon Greenberg made the announcement today that the team has entered into a new marketing partnership with the company and will make the drink the team’s official new healthy energy beverage.



“Our fans have no problem getting energized at the Bradley Center and now they can get that same kind of energy all day long from Verve,” said Greenberg. “Verve is the undisputed leader when it comes to healthy, natural energy drinks and we are excited to share it with our fans.”

Verve will now be featured on the team’s official website and fans can find all the info they want on the product as well as where to buy the drink, just by clicking on the Verve can on the site.

The admirals join the NBA team the **Phoenix Suns**, Arena football team, The **L.A. Avengers** as well as several Motorsports Leagues in signing partnership deals with Vemma and choosing Verve as their official drink

Vemma/Verve CEO, BK Boreyko was also excited about this new partnership, “Great sports teams like the Milwaukee Admirals recognize the huge advantage of having high energy fans,. “I’m very excited that the Admirals chose Verve to provide their fans with the finest in healthy energy drinks and I applaud them for offering healthy choices to their loyal fan base.”

Friendly Hills Country Club Chooses Verve Energy Drink

*Los Angeles premier golf and country club
offers healthy energy drink to members*

(WHITTIER, Calif.) - Friendly Hills Country Club has selected Verve as a healthy energy drink option for its members. Developed by Scottsdale-based Vemma® Nutrition Company, Verve transcends the everyday energy drink by offering three beneficial products in one cool can: a delicious, fast-acting energy drink; an ultra-premium vitamin and mineral supplement; and a powerful super juice with mangosteen and aloe. Verve will be available to Friendly Hill's private members and their families as they enjoy the club's various amenities.

Situated on 168 scenic acres in Whittier, California, Friendly Hills Country Club is well known for its 18-hole Championship golf course and is considered one of the finest and most challenging courses in the Los Angeles-Orange County area. Among the club's relaxing and luxurious amenities, members can enjoy private lessons at its four well-maintained tennis courts, fitness, swimming, member events and exquisite dining in the clubroom with panoramic views of the golf course.

"At Friendly Hills, with over 400 members who consider this facility as 'home', we see to it that our members receive premier service and amenities during their visit. By offering Verve as a healthy energy drink option, members and their families will have a premium choice for getting their daily nutrition, balance and energy all in one," said Friendly Hills Country Club Food and Beverage Director, Chris Banner.

BK Boreyko, President and CEO of Vemma added, "Everyone needs an energy boost from time to time. With Verve, adults and kids alike can enjoy its smooth, great tasting tropical flavor, plus the added benefit of getting the nutrition their body needs and the energy they crave.*"

To learn more about Verve, visit www.verve.com. To learn more about becoming Friendly Hills Country Club, call (562) 698-0331 or visit www.friendlyhillsc.com.



FOR IMMEDIATE RELEASE: September 9, 2008

Contact: Bridget Bond

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Verve Energy Drink Signs NFL Pro Bowl Star as Spokesman **NFL linebacker Shawne Merriman endorses insanely healthy energy drink Verve**

Scottsdale, AZ (September 2008) - Arizona-based Vemma Nutrition Company, a major player in the health and wellness industry, has announced San Diego Chargers linebacker and NFL Pro Bowl standout Shawne Merriman as their spokesman for the company's energy drink, Verve.

Merriman was the number one draft pick of the San Diego Chargers (12th overall), and the AP Defensive Rookie of the Year in 2005 and is a three-time Pro Bowl player and two-time NFL sack leader. Best of all, he loves Verve.

"Shawne saw the long-term opportunity with Verve and actually signed up as a member so we're very excited to be able to increase the credibility of the Verve brand with a great athletic talent like this," said Vemma President and CEO BK Boreyko.

With an endless supply of sugar-filled and artificially-flavored energy drinks on the market, Verve stands tall above the rest as the only one to offer three beneficial products in one cool can: a delicious, fast-acting energy drink; an ultra-premium vitamin and mineral supplement; and a powerful super juice with mangosteen and aloe.

"In today's busy world, we all want some kind of a spark to help us through the day. That's where Verve comes in," said Merriman. "Verve is more natural. Anytime you get something that's nutritional and also energizes you, it's a tremendous thing, a double benefit. Because of this, I've developed a passion to share this with kids as a healthy alternative to what so many of them are drinking now."

"Verve is going to be a billion dollar brand as we roll it out internationally. In my 20 years in this industry, this is the most exciting product I've ever been a part of," Boreyko said.

The company recently signed the NHL's Phoenix Coyotes to be the team's official energy drink. Verve is also the official energy drink of the NBA's Phoenix Suns and Phoenix Mercury, and has naming rights to the Verve Energy Lounge™ located inside the US Airways Center.



Verve!

FOR IMMEDIATE RELEASE: Vemma® Nutrition Company
Wednesday, October 1, 2008
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VERVE ENERGY DRINK NAMED THE OFFICIAL ENERGY DRINK OF THE PHOENIX COYOTES

GLENDALE, Ariz. --- The Phoenix Coyotes announced today that the organization has established a partnership with Vemma Nutrition Company making their energy drink, Verve, the official energy drink of the Phoenix Coyotes.

“Every sports team wants their fans energized and with the Verve brand we see a unique way to accomplish that in a new, fresh way,” said Jeff A. Shumway, CEO of the Phoenix Coyotes. “This year the entire Coyotes organization launched a green initiative and Verve’s healthy energy concept fits perfectly. We want our fans to know we care about their family’s health.”

Verve will be sold at all concession stands and luxury suites throughout Jobing.com Arena and will be available in the arena’s two premium clubs, the Toyota Club and Comerica Bank Club. Coyotes fans across North America are encouraged to learn more about Verve and the Coyotes’ home delivery option by visiting www.coyotesenergy.com. Packed full of energy-boosting ingredients and a great tropical fruit flavor, Verve will give Coyotes fans the energy they crave. Available in regular or sugar free, Verve also boasts the highest antioxidant rating among energy drinks.

“Verve is really three great products in one can,” says BK Boreyko, President and CEO of Vemma. “First, it’s a fast-acting energy drink; second, it’s an ultra-premium vitamin and mineral supplement; and third, it’s a super juice with mangosteen and aloe.” For more information about the Phoenix Coyotes, visit www.phoenixcoyotes.com.

Reality Star Slade Smiley Becomes Newest Spokesperson and Distributor for Verve! Oh Boy!

10.20.08 |

Verve! Energy drink has an all new spokesperson, and this time it's not a sport star. If you are familiar with reality TV, you will recognize the new face of Verve as one of the main characters on the first season of the **Real Housewives of the OC**. Slade Smiley, the "lovable" guy who was featured with then live-in girlfriend Jo has just joined on with Verve as not only a spokesperson, but also a new distributor.

Slade has recently found himself out of a full time job after his title insurance company was sold for a reported \$235 million dollars. Slade has kept busy helping Jo not only find a new boyfriend on Date my Ex, but also helped her release her debut CD. Along with his duties to Jo, Slade has been making personal appearances and hocking products. He came upon Verve when he was recently asked to endorse a product with so much caffeine that it was making kids sick. Slade new that he needed to find an alternative and that brought him to Verve!



Verve has been mentioned by Dr. Oz as being one of the most healthy drinks on the market. The drink is also on the approved list of the World Anti-Doping association and has made it on the Physicians Desk Reference which makes it the only energy drink on the list. The drink, which provides an all natural energy boost also works great as a healthy dietary supplement.

The partnership between the two seems to be a perfect fit if not silly. Slade still makes an occasional appearance on the bravo housewives show, giving him access to an estimated worldwide audience of over 200 million people. Slade will now be leading the charge of his own distribution team, building his own network of individuals who will make a living selling the drink. Of all the endorsements Verve has handed out, this could be one of the best.

Slade, a former professional cyclist, says that for him, it is important that he only endorses products that he believes in (like people are very concerned what Slade endorses...). "I will only endorse products I use myself. I have personally used Verve! in my fitness training and I have had amazing results, which is why I decided to make such a substantial investment in the company."

Verve! is already the official drink of an NBA team, a woman's basketball team, and arena football team and now... has entered into the reality TV world. Verve! is everywhere! If you'd like to be a part of Slade's team, there is still time. While it might be a bit cheesy, Slade does seem like a spirited and smart guy who is no doubt a hard worker. If you wanna check it out, just go to www.joinslade.com and fill out the application. Slade promises that someone will call you back, even if it's not him.



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SUNS SET TO UNVEIL ALL NEW VERVE ENERGY LOUNGE

Lounge will provide trendy new nightclub environment to catch a Suns game

PHOENIX - With the beginning of the 2008-09 season, the Suns will unveil the all new Verve Energy Lounge, a hip and trendy nightclub on the third level of the US Airways Center. The Verve Energy Lounge will debut with a completely new look, feel and vibe.

The Verve Energy Lounge is a chic nightclub overlooking the court, and features comfortable sectional sofas, community high top tables, two island bars and plasma TVs. This season the lounge will feature a more contemporary and high energy atmosphere and with various special promotions, product sampling, new drink specials as well as new bands and a variety of DJs. The team will serve and sample Verve in the lounge.

The Verve Energy Lounge provides an upscale, social setting for guests to watch the Suns game while enjoying tasty libations, sushi and sandwiches, and the latest music. It's a nightclub like no other, with the added benefit of being at an exciting Phoenix Suns game - making this club particularly unique.

In addition, the Verve Energy Lounge will also feature a game night photographer catching all the action. Guests of the lounge can log on to VerveEnergyLounge.com to view pictures from game nights.

Renovations include new curtains, lighting, wall décor, gobos, and a customized DJ booth.

Packed full of healthy, energy boosting ingredients, Verve is the Official Energy Drink of the Phoenix Suns. Vitamins, minerals, organic green tea and aloe are fused with an incredible energy blend to provide an energy rush that lasts without the backlash.* Verve also employs the power of mangosteen fruit to add additional antioxidants and a smooth, exotic tropical flavor. For more information and to purchase Verve, please log on to VerveEnergyDrink.com.

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Contact: Bridget Bond
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Sea Spa at Loews Coronado Bay Resort to Offer Verve for Energy

Guest wellness to get a boost from healthy energy drink

Coronado, CA (Nov. 2008) - Located minutes away from San Diego, the Sea Spa at Loews Coronado Bay Resort has chosen to offer Verve, a healthy energy drink, to its guests. Developed by Scottsdale, Arizona-based Vemma® Nutrition Company, Verve transcends the everyday energy drink by offering three beneficial products in one cool can: a delicious, fast-acting energy drink; an ultra-premium vitamin and mineral supplement; and a powerful super juice with mangosteen and aloe.

As guests escape the everyday and indulge in one of the Sea Spa's exclusive treatments, a cool can of Verve will give guests a convenient way to get the vitamins and minerals their body needs and the energy they crave.* The Sea Spa offers a variety of skin therapies such as the Watsu Flotation Massage, the relaxing Beach Stone Massage and the Vichy Rain Shower. Surrounded by breathtaking views of the Pacific Ocean, and the sandy shores of Silver Strand Beach, Loews' Sea Spa is dedicated to making their guests' stay a memorable one.

Verve was released to the market in late 2007 and has quickly garnered the attention of neighboring La Costa Resort and Spa® as well as Shawne Merriman, 3-Time Pro Bowl Linebacker for the NFL's San Diego Chargers. According to Vemma President and CEO, BK Boreyko, "Verve is going to be a wonderful amenity for Loews' Sea Spa guests to experience an ultra-premium energy drink that caters to health and positive well-being."

For more information about Loews Coronado Bay Resort and Spa, call (800) 815-6397 or visit www.loewshotels.com. For more information about Verve, visit www.verve.com.

**This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.*

Celebrities Get Buzzed from Vemma's Energy Drink, Verve

Tue Feb 24, 2:01 am ET

Verve, the "insanely healthy energy" drink from Vemma Nutrition Company is becoming Hollywood's energy drink of choice! Vemma®, a sponsor at GBK's VIP Pre-Oscar gift suite, enjoyed the praises of numerous celebrity converts to Verve Energy Drink and Vemma liquid dietary supplement.

Beverly Hills, CA (PRWEB) February 24, 2009 -- Verve, the "insanely healthy energy" drink from Vemma Nutrition Company, is becoming Hollywood's energy drink of choice. Vemma®, a sponsor at GBK's VIP Pre-Oscar gift suite, enjoyed the praises of numerous celebrity converts to Verve Energy Drink and Vemma liquid dietary supplement.

AnnaLynn McCord of 90210 and Transporters 2 needs another shipment sent to her home as she jokingly eluded that her sisters, Rachel and Angel, have been drinking her supply! Both girls explained "We're Vervin!" AnnaLynn added, "I don't drink alcohol so I'm always drinking Verve..."

Tom Arnold approached the Vemma/Verve reps and laughed, "You know I love your stuff already!" Tom's refrigerator is always stocked with Verve. "Out with Red Bull, in with Verve," laughs Tom's girlfriend, Ashley. Singer Aaron Carter and Miss USA Rachel Smith were equally excited over the nutritional drink that is available in low sugar or sugar free. Reps for the company attest that "Verve has all the energy of Red Bull without the jitters or crash, plus 100% RDA of vitamins and minerals."

Verve includes the vitamin and mineral content of physician formulated and clinically studied Vemma, the liquid blend of 12 essential antioxidant vitamins and 65 plant-sourced trace ionic minerals. "It's the best delivery system for the nutrients that you want in your body," insists BK Boreyko, Vemma president and CEO. "The most powerful liquid antioxidant on the planet...and it tastes great!"

Vemma was recently rated as "Best Overall" superjuice by Men's Journal as concluded by an independent lab study on eight popular superjuices. Vemma is an extremely healthy nutritional program; even children can benefit. UK, superceleb and recent Hollywood import, Katie Price (Jordan) allowed her beautiful daughter, nearly two, to sip some Vemma throughout the event.

Several celebrities are so passionate about Vemma and Verve that they are interested in their personal Vemma/Verve website where they may share this product with fans. Keenan Thompson of SNL exclaimed "Hook me up with a website! This stuff is mad good!" Paula Abdul, Aaron Carter and AnnaLynn McCord are among several celebrities who expressed excitement in a custom Vemma or Verve website as well as the drink.

For more information please visit www.verve.com.

Verve Energy Lounge a chic Suns experience



Wednesday night's game against the Golden State Warriors is the last night of the season for the Phoenix Suns.

And for some, the thought of basketball season coming to an end so early makes them want to drink. Or at least sit in a low-lit room and commiserate with various other fans bummed out at a postseason-less spring.

For these people, [US Airways Center](#) has the [Verve Energy Lounge](#), a roughly 400-person capacity nightspot that caters to those interested in drinking and watching the game in style, or those not interested in watching the game at all. It's not an easy place to get into, although it's exactly the kind of place many Valley scenesters would love to.

See, tickets are distributed via promotional and marketing partners of the Phoenix Suns, many of which include Valley nightclubs and modeling and talent agencies. Let this give you an idea of what the crowd looks like. This is why the lounge has its own paparazzi on game nights.

Other tickets are distributed to radio, TV and print advertising and marketing partners to be used for various promotions, so this is how little kids end up mingling with the models.

With black velvet curtain walls, flat-screen TVs, super-low couches in orange, berry and sage colors and two orange-lit bars, the space feels like a particularly hip hotel lounge, an image reinforced on Thursday, Saturday and Sundays when DJs spin.

And on Friday nights, the lounge hosts live bands (EastonAshe, Static, Gin Blossoms, etc.) that play during halftime and after the game. You can order sushi and hand-carved-meat sandwiches, and if you end up with particularly fancy tickets, you get access to a free VIP buffet where you can mingle with other suite-ticket holders and game glitterati.

Because the lounge is sponsored by the energy drink/supplement Verve, the bars serve a series of signature cocktails in addition to beers, wine and mixed drinks. The energy drink itself tastes of banana and other tropical fruits, so the drinks made with it tend toward the sweet, including the Verve Up, made with Malibu rum and cranberry juice over ice; the Vervo, made with Bacardi O, peach schnapps and Sprite; and the spectacularly named Vervuzzi, made with Smirnoff Raspberry Twist vodka, Chambord and Champagne.

Seriously, say Vervuzzi out loud. Or, if you want to see more of the scene, check out the party pics at verveenergylounge.com



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Perfect Game Pitcher Mackenzie Brown Drinks Vemma

12-year old girl pitcher of Bayonne Little League throws a shutout game

Scottsdale, AZ (April 2009) – In the history of New Jersey’s Bayonne Little League, it’s been 59 years since seeing such a feat. As the first girl to throw a perfect game, Mackenzie Brown, the 12 year old girl pitcher on the Unico Club, did so on April 21. She threw a total of 70 pitches and shut out all 18 boys that stepped into the batter’s box. No hits, no walks and 12 strikeouts later, Mackenzie’s perfect game proved a night to remember and one for the record books.



Mackenzie, an avid fan of Vemma, used a fast ball and change up pitching style during the game. She said her strategy was, “For the bigger hitters, I was going inside. But for the weaker hitters, I was just trying to throw it over to get them out and it worked!” Mackenzie parents and coach witnessed the perfect game and were just as excited. Mackenzie’s mom Maureen shared, “It was very nerve-racking, but I know Mackenzie and I know that she probably wasn’t thinking about winning or having a perfect game. I think she was just thinking about getting the game over and doing her best.”

The Unico Club beat their opponents 8-0, and Mackenzie ended the night in a league of her own. Even the New York Mets recognized her achievement and invited her to throw out the first pitch at this past Saturday’s game before the Mets took on the Washington Nationals. Next up, Mackenzie will graduate from little league and switch to girls softball next fall.

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June 15, 2009 dioriopr@gmail.com

Vemma Nutrition Company Partners with Children's Miracle Network

Scottsdale, AZ – Vemma Nutrition Company announced today a partnership with Children's Miracle Network, a nonprofit organization dedicated to raising funds for more than 170 children's hospitals, which save and improve the lives of 17 million children each year. The partnership with the wellness company Vemma® is a first-of-its kind for Children's Miracle Network.

Vemma, an international distributor of physician-formulated, liquid wellness products, will support Children's Miracle Network in raising funds for children's hospitals during its three-year partnership. Three months out of every year, Vemma Independent Members and consumers will be given the opportunity to contribute a donation to Children's Miracle Network via the company's website and toll free customer service line. Additionally, this September Vemma will launch its first children's liquid supplement, Vemma NEXT™, which will feature the iconic red and yellow Miracle Balloon of Children's Miracle Network on its packaging. The three month packaged goods campaign will raise awareness to consumers whereby a percentage of their product purchase will be donated directly to Children's Miracle Network.

Throughout the three-year partnership, Vemma will also contribute Vemma NEXT product to Children's Miracle Network for distribution to pediatric patients in need. BK Boreyko, President and CEO of Vemma shared, "Vemma is dedicated to making a positive difference in people's lives, which is why our partnership with Children's Miracle Network is a great fit. Consumers who purchase Vemma NEXT to benefit their child can also feel good knowing they are helping additional children in need." The three-year partnership between Vemma and Children's Miracle Network also unites the non-profit's retail partners.

Vemma's healthy energy drink, Verve, and its three ounce Verve Energy Shot, will be sold at participating retail stores for each can or shot sold, Vemma will donate a percentage of the proceeds as well as contribute product for Children's Miracle Network to give to children in need.

Brian Hazelgren, Chief Development Officer of Children's Miracle Network said, "In this economy, people may not have extra funds to make a donation. Our partnership with Vemma enables consumers to contribute a donation to Children's Miracle Network simply by buying a can of Verve. One purchase on their end translates into huge funding so we can continue to create miracles for more children in need."

To learn more about Children's Miracle Network, visit www.childrensmiracletnetwork.org

Verve! Named Ms. Fitness Magazine's Product of the Year

My name is David Woynarowski MD and I am an anti-aging doctor, a supplement designer and a fitness expert. I also have the great fortune of being a member of the top review panel for the Product of the Year Award for Ms Fitness Magazine.

I'm honored that they ask me to review all kinds of products: from supplements to exercise widgets, information products and just about anything new that pertains to health and fitness. The truth is that most of the time the stuff never gets out of my office, because they are simply NOT GOOD ENOUGH... and that includes the numerous widgets, drinks, pills and info products.

Getting through my door takes a lot and getting the thumbs up for product of the year takes much, much more. So when they put Verve in front of me I thought, "Why do we need another energy drink!" In a step-by-step analysis the answer became clear and eventually led to Verve being the only real choice for Product of the Year 2009.

Step One: TASTE!

I really liked the fresh, clean, natural taste of Verve and I could tell it was very different right away. Everything is naturally sourced and not created in a lab. Mother Nature rules here in the form of organic plant sources and the great taste reflects it.

Step Two: SHOW ME THE SCIENCE

In addition to my medical endeavors I am also a scientist. All the hype, packaging novelties and celeb word-of-mouth cannot replace solid science. Verve wowed me with science. For instance, Verve's parent company, Vemma, has two clinical studies to back up what they say. (And more on the way no doubt.) There's nothing like a randomized, double blind, placebo-controlled study to get my attention. Statistical significance trumps taste tests every time.

The first impressive study shows a rise in antioxidant levels after drinking just 2 ounces of the Vemma nutrition formula in Verve! Now, you may wonder, what does that have to do with an energy drink and why is it important?

First off, energy drinks are meant to support an active lifestyle. Active lifestyles including exercise, while terrific for you, can also increase the level of oxidation and inflammation in your blood. As an ultra-runner I am uniquely aware of the demands exercise can place on your body. Most energy drinks just bang you with caffeine and other stimulants and don't worry a bit about the "side effects" of your active lifestyle. In other words, they may be the poison and not the antidote, because they let you do more damage - but don't help you recover from it.

Now, in case you don't read or care a lot about science, here is a little tidbit for you as well. Chronic inflammation can cause problems in your body. It has been linked to bad joints, bad hearts, bad moods and, perhaps even worse: to getting fat! And we all know the really bad things that come with being fat. So it stands to reason you might not want a lot of chronic inflammation in your life. Any product that can cut inflammation is a great product in my book and again Vemma's science won the day.

Back to that Randomized Double-Blind Placebo-Controlled Trial (in doctor talk that is very, very good!) entitled "The Effect of the Vemma Formula on Immune Function and Inflammation in Humans." This study shows a drop in critical markers of inflammation that anti-aging doctors like me know can be directly related to disease. So we can safely say that there is science to back up Vemma's claims of effectively giving your body antioxidants and reducing inflammation in your body.

I will never forget the candid conversation with the former head of a major energy drink company who had just gone off to start his own brand. He left because, as he told it, "You would not give this stuff to your neighbor's dog if you saw how they made it!" That drink is still selling like hotcakes, by the way!

While I can't name names, I can tell you that if you have ever had an energy drink you've probably had this one and it's anything but healthy.

Which brings us back to our Product of the Year: Verve.

Step Three: The Ingredients and The Nutrition

Guarana, aloe and mangosteen, are all at the core of this natural organic mix. And there are tons of vitamins and minerals from Calcium to Manganese, Vitamin A to Vanadium, and they are all provided in a highly bioavailable form so you get what they say you get on the label instead of creating expensive urine. Then there is the brain stuff - you know, the stuff that makes you feel more alert and alive - like Taurine, D ribose and choline and inositol as well, making this pretty close to a multi-vite in a bottle!

The net effect of all these ingredients is that Verve scored very well on the bioavailable nutrition scale. In English this means it's a great source of valuable nutrition for your body. How much? Well here are just a few food equivalents for one 8 ounce serving of Verve. The same amount of Vitamin A as a cup of Spinach. The same Vitamin D levels as 55 eggs! The ORAC antioxidant value of 17 ounces of cherries. And in point-to-point comparison Verve simply blows the competition out of the water in antioxidant value.

Now I don't care what you drink for your energy drink but I will tell you this: it doesn't even come close to this, thus substantiating the claim of Verve as "The insanely healthy energy drink!"

I think this is the biggest difference between Verve and all the other energy drinks out there. People are constantly wishing for a healthy alternative to the best-selling products which are pretty much "glow in the dark" versions of soda.

I could keep writing about the health benefits that are so appealing to me but I need to tell you a bit more about why we chose this product because yes, there is more!

Step Four: Convenience and Availability

First, it's available in a couple of different sizes and caffeine loads dependent on how fast and how much extra energy you need. For typical use there is an 8-ounce can and for fast-acting instant energy a 3-ounce shot. How's that for allowing you to choose what's right for you?

Now, truthfully, none of this would mean much to me without.....(drum roll, please) THE SCIENCE, but when you put the total package together: superior ingredients and sourcing along with undeniable science... well, then my friend you have an undeniable winner.

Our Product of the Year 2009 Is Verve! (www.verve.com)

Dr Dave Woynarowski MD is a Board Certified Internist and Anti-Aging doctor as well as a Certified Personal Trainer. In addition to anti-aging medicine he has extensive experience in the specific science and techniques of weight loss and has successfully helped thousands to resculpt their bodies in the image they desire. He is a new regular contributor to Ms. Fitness Magazine and a member of the Ms. Fitness Review Panel.