

SLUMPBUSTER ENERGY

Here's how it started...

With Major League Baseball attendance hitting an all-time high in 2007 at 79.4 million, two former baseball players came up with the SlumpBuster concept, which will for the first time link the growing popularity of energy drinks and mainstream sports. While one of the largest selling energy drinks has seen success aligning its brand with extreme sports, the industry lacks an energy drink that is geared towards the athletes and fans of major spectator sports. SlumpBuster specifically caters to the vast number of amateur baseball players, softball players, and fans world wide who currently purchase a significant portion of energy drinks.

A Grass Roots Approach

In addition to being offered through strategic distribution channels, SlumpBuster also seeks to be marketed at the community level. For example, SlumpBuster is the official energy drink of the Los Angeles Angels of Anaheim affiliate, the Rancho Cucamonga Quakes (www.rcquakes.com), where the beverage will be offered exclusively to attendees at the Epicenter stadium. To compliment these grass roots campaigns, the SlumpBuster Business Development Department sends its own distribution team to individual accounts within a specified radius of each venue.



On Deck...

**Youk's Signature SlumpBuster:
Low carb, same great taste.**

Yooooouk!!!

Since joining the SlumpBuster team, Gold-Glove first-baseman for the World Champion Boston Red Sox, Kevin Youkilis has drawn an immense amount of attention to this edgy product. Immediately following the January 2008 press release, a frenzy of online bloggers began adding their two cents on the World Wide Web.

Once the major media outlets got wind of the fuss in early 2008, hundreds of thousands of sports fans in America and the UK were introduced to the pin-striped can and its girl "Gina" by articles appearing in publications such as The Boston Herald, The Boston Globe, and Sports Illustrated. With curiosity brewing in taste-buds of sports fans everywhere, Youk discussed his specialty drink with Dan Patrick on his national morning radio show.

While executives at MBSB Holdings had expected some attention following the announcement, no one had projected such a significant amount of excitement and curiosity of the product to be generated from a simple press release in BevNet. Such a reaction by the public only reaffirms to management that this product is going to sell!!!