



Redux Beverages LLC: Press Release / Blue Buy You Deal

NEWS

For Immediate Release

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Redux Beverages Inks Global Distribution Deal With Blue Buy You Inc.

San Diego, CA (August 19th, 2010): REDUX BEVERAGES LLC announced the finalization today of a 7.5 million USD distribution deal with BLUE BUY YOU INC to distribute Redux's flagship brand, Cocaine Energy. The deal is exclusive in the rich Tennessee market and non-exclusive in several other US markets, extending internationally to Costa Rica, Russia and several other international markets.

Cocaine Energy delivers a 280mg per-can caffeine punch (3.5 times stronger than other energy drinks) without high-fructose corn syrup. The drink bases its formulation on metabolism-friendly dextrose instead, and each of the two distinct flavors is a kicky, sophisticated blend of cinnamon, ginger and wasabi.

"We're pleased to announce that the Cocaine energy drink will have such wide-ranging international market leverage," stated Founder/President Jamey Kirby in the Thursday announcement. "The Cocaine Energy brand is already known and loved in South America, Australia, New Zealand, Mexico and Europe, and we're excited about the opportunity to penetrate new, receptive markets that this relationship avails the brand."

"We look forward to the scope advantage of this partnership with Blue Buy You, and stand at the ready to cement our presence in the new territories," Kirby continued, "We firmly believe in our commitment to drive business to the retail outlets that carry our products. Cocaine Energy's expanded global reach will allow Redux to expand our program of sponsorships, local ticket giveaways, radio presence and in-store meet-and-greet opportunities for thirsty fans."

About Redux Beverages LLC:

Headquartered in Las Vegas, NV, Redux Beverages is the developer of the



Cocaine Energy drink, launched at the New York City Fashion Week in September of 2006. Since that time, "the drink with the naughty name" has achieved enormous media exposure and an intensely loyal fan base.

Redux Beverages' executive team includes Founder/President Jamey Kirby, Executive Vice President Raymond Herrera, Chief Financial Officer Hannah Kirby and Director of International Sales Tom Meservey. For more information, please visit <http://www.drinkcocaine.com>.