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Innovative Sparkling Hibiscus Beverage Makes a Splash on Beverage Shelves *OOBA™ launches three sophisticated beverages bubbling with health benefits*

Dublin, California - OOBA™ is proud to announce the debut of three gently carbonated, lightly sweetened beverages as exotic and beautiful as the hibiscus flower from which they're made.



OOBA, the first ever sparkling hibiscus beverage, is available in three ultra-modern flavors, all rich in the ancient healing power of hibiscus: *OOBA Hibiscus*, *OOBA Hibiscus & Lime* (Pure Hibiscus extract with Key Lime Essence) and *OOBA Hibiscus & Orange* (Pure Hibiscus Extract with Orange Essence.) Each 16-ounce bottle retails for \$2.49.

"OOBA will tickle your taste buds and delight your eyes. Plus with every refreshing sip, OOBA's pure hibiscus extract also supports cardiovascular health by providing antioxidants and vitamin C," says founder and CEO John-David Enright, a pharmaceutical industry veteran with a passion for health.

OOBA, which Enright dubs the "Nectar Protector," is an acronym for **O**ne of **B**otany's **A**dvantages. When compared to other health-conscious beverage options on the shelf, such as POM Wonderful™, Izze™, and SoBe™, OOBA has clear advantages—a generous dose of antioxidant-rich hibiscus extract, a lean 90 calories per serving, and barely a hint of sodium (just 5mg). Made with 100% All Natural ingredients (just five of them), OOBA delivers on both health and taste.

OOBA has no artificial colors or flavors. The drink's bright, ruby red color comes from the hibiscus flower. The exact amount, according to Enright, is "part of OOBA's secret recipe, and proprietary." OOBA's sweetness comes from the perfect amount of pure cane sugar.

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Hibiscus is a colorful flower commonly used to make herbal tea and drinks throughout Egypt, Asia, Africa, Mexico, the Caribbean, and Central and South America, where it has long been lauded for its health properties. Hibiscus extract contains many of the same antioxidant compounds as red wine, including flavonoids, polyphenols and anthocyanins, which have been demonstrated to prevent the oxidation of LDL or “bad” cholesterol, and positively affect hypertension (High Blood Pressure).

There are more than 200 species of hibiscus cultivated all over the world, with the biggest producers in Africa, Egypt, China, India and Thailand.

OOBA’s all-natural hibiscus extract—made using *hibiscus Sabdariffa*—is hand harvested from around the world and shipped to California, where it is made into a rich, red extract. The extract is then blended with pure water, sweetened, and then gently carbonated.

OOBA is now available at **Whole Foods Market** nationwide, with distribution growing rapidly nationwide. More info on OOBA can be found at www.oobabeverage.com.

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