

OOBA: The Innovative Sparkling Hibiscus Beverage Makes A Splash On Retail Shelves Nationwide

OOBA is a remarkable new sparkling beverage with the ancient healing power of hibiscus. This modern, healthy, one-of-a-kind product offers consumers a refreshing new beverage choice that delivers big on flavor.

Designed with a wide range of customers in mind, it's a truly delicious *and* functional beverage—something that is rare in the marketplace. OOBA is a healthier alternative for traditional soda drinkers. But because of its



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unique health properties and attractive packaging, OOBA will also appeal to the more health-minded, trend-conscious shopper looking for something new that provides real health giving benefits. OOBA is loaded with antioxidants and the hibiscus extract has been scientifically proven to be beneficial for cardiovascular health.

OOBA is so unlike anything else on the market, a product that consumers will want to buy again and again. A blind taste test of more than 1,300 American shoppers showed that OOBA was preferred over POM and SoBe 96 percent of the time. DataMonitor listed OOBA as one of the top 10 trends to watch in 2009.

Launched nationally through Whole Foods Markets last October, OOBA's first two flavors, *Hibiscus with Orange* and *Hibiscus with Lime*, became instant hits with children and adults—with many stores selling out in just the first few weeks. Not only is it great on its own during the day, but it can also be enjoyed at night as a wonderful mixer as well as a great "mock-tail."

OOBA's newest flavor, *Hibiscus*, will be rolled out in the first quarter of 2009. Buyers from specialty, natural *and* conventional grocery store chains across the country have already recognized OOBA's unique selling potential and have committed to launching it at their stores. As a result, the products will be available through multiple distributors by March as well.

OOBA Hibiscus has only five, 100-percent natural ingredients. All three flavors are available in elegant, yet fun 16-ounce

bottles—big enough to quench any thirst, but satisfying for those who like to continually sip and savor.

OOBA is the brain child of John-David Enright. Until just 10 months ago, John-David (better known as JD) was a senior executive in the biopharma industry for more than 22 years.

During JD's tenure with one of these companies, he learned all about the health-giving benefits of a particular variety of hibiscus. Rather than spend the rest of his professional life developing this variety into a pharmaceutical product, he plunged into the beverage industry and founded HIBIX Corporation to launch OOBA.

JD engaged DASH Advisors, LLC, advisors to innovative food and beverage companies, last August. Together, they assembled a world-class team and a dynamic strategy for OOBA. In the past six months they have begun to execute their plan, rolling the product out both nationally, and in Canada, and they are positioning the company to be ready for unprecedented growth.

With additional products in development and exciting marketing plans scheduled for 2009, expect to see more from OOBA in the months to come.

For sales and distribution information, contact James Curley V.P. of Sales at james@oobabeverage.com or 773-338-6655. For additional information about the company and its marketing efforts contact Janet DiGiovanna, Chief Marketing Officer at janet@ooba-beverage.com or 415-460-0199, or visit www.oobabeverage.com.