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OOBA™ Intros Three Exotic New Flavors

OOBA brings a total of six sophisticated sparkling beverages to Expo West

Pleasanton, California - OOBA™ is proud to expand its line of lightly sweetened sparkling hibiscus beverages to include three addictive new flavors: *OOBA Hibiscus & Blackberry*, *OOBA Hibiscus & Vanilla*, and *OOBA Hibiscus & Pineapple*.



Try them all at the Natural Products Expo West Show, March 6 - 8, 2009, in Anaheim. Visit HiBix/OOBA at Booth #5203.

OOBA, the world's first sparkling hibiscus beverage, is rich in the ancient healing power of hibiscus—a powerhouse of antioxidants. All six flavors, including the new *Blackberry*, *Vanilla* and *Pineapple*, are made with 100% All Natural ingredients (just

five of them!). The original three flavors, which are still new to the market, are *Hibiscus*, *Hibiscus & Lime* (Pure Hibiscus extract with Key Lime Essence) and *Hibiscus & Orange* (Pure Hibiscus Extract with Orange Essence.) Each 16-ounce bottle retails for \$2.49.

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, and a lean 90 calories per serving.

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).

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

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

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