



WHY POWER TRIP BEVERAGES?

2009

Why Power Trip Beverages?

Power Trip Beverages has the most diversified energy drink flavors, the highest concentration of vitamins and the best tasting energy drinks available today.

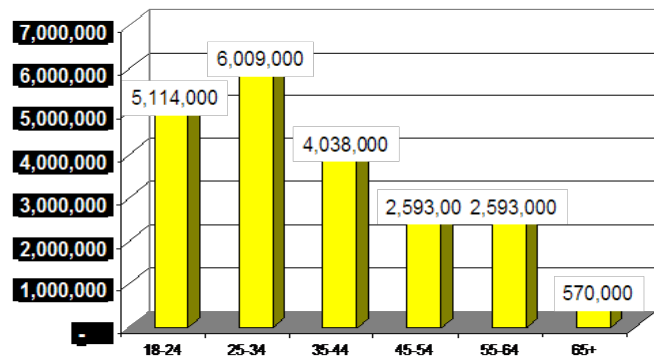
Today 85% the energy drink category today is driven by Red Bull, Monster and Rock Star energy drinks. Are these companies satisfying the growing energy drink consumer, Hispanics, Latinos and the Urban markets? The answer is NO.

Today the demographics of the energy drink category is expanding to the under 18 and over 45 year olds. Consumers want a product that works and taste great.

- 15% of the energy drink market in the US would represent over \$1.0 Billion dollars in sales
- Power Trip energy drinks taste great and keep consumers coming back
- Power Trip Beverages is the only leading energy drink company with Mango and Coconut flavors

Product	ENERGY VITAMINS (%RDA PER 8OZ)						
	VIT C	B2 (Riboflavin)	B3 (Niacin)	B5	B6	B12	Glucuronolactone
Power Trip Extreme 16oz	100	200	100	100	250	100	50
Power Trip Mango 16oz	100	100	100	100	200	100	38
Power Trip Zero 16 oz	100		100	100	200	100	38
Power Trip Blue 16 oz	100		100	100	200	100	38
Sobe No Fear Super Energy Supplement 16oz	100	100			100	100	
Full Throttle Energy Drink 16oz	0		20		20	10	
Monster Energy Supplement 16oz	60mg	60	20		100	8mcg	
Red Bull Energy Drink 8.3			100	50	250	80	
Rockstar Energy Drink 16oz		200	100	100	100	100	
Amp Energy Supplement 16oz		10	10	10	10%	10%	

Today consumers are looking for brands that work
Power Trip energy drinks deliver more vitamins
and beats all leading energy drinks



Consumers drinking energy drinks by age category
Power Trip energy drinks taste great and work perfect
for the 18-24 demographics and the 45-54 year old age
group wants vitamins and products that work

Power Trip energy drinks are sold in over 20 states, many US supermarkets and in many International markets. Recently Pepsi-Americas, Caribbean Division selected Power Trip as their preferred energy drink and has partnered with Power Trip Beverages to manufacture, sell and market Power Trip energy drinks throughout the Caribbean.

Out of 100's of energy drinks why did Pepsi select Power Trip energy drinks?

- 1) Taste
- 2) Uniqueness and innovative flavors
- 3) The product works
- 4) Power Trip Beverages management team has been in place for 5 years, they are experienced and they are committed to the mutual success of their brand and their distributor and retail partners.

Why Power Trip Beverages?

“Get in the Game”
www.powertripbev.com