



Brava-Italia® and Sexy-Italia® are not energy drinks for snowboarders and punk rockers. Brava-Italia and Sexy-Italia are targeted to and appeal to a more sophisticated, non-traditional functional beverage consumer who is familiar with Campari®, Prosecco, Aperol® and Grappa. The products are commonly served as elegant aperetivos before or after a luxurious Italian meal or in other elegant settings.

The concept for Brava-Italia was born out of Italy winning the World Cup. The producers have been importers of smoked salmon & tuna into Italy for 30 years. They had been thinking about the functional beverage market because, at the time, there was no Italian energy drink available and, as you know very well, there is great demand throughout the world for 'all things Italian!'. During the final World Cup match they were cheering "BRAVA ITALIA" over and over and that is when the idea came to them to name a drink accordingly. It took many months and lot's of legal fees to trademark Brava-Italia because it is such a common phrase. But they were able to get it trademarked and off they went!

BRAVA-ITALIA

- A leading brand in Italy as well as Europe, Asia, South America and the Middle East.
- It is a stimulating functional beverage with a flavor profile of immediate citrus then a pleasing caramel/vanilla finish.
- BRAVA's branding is designed to capitalize on demand for all things Italian.
- 6 months of research went into the formula and was ultimately decided upon by a two week tasting survey done in Italy.
- 8 out of 10 people preferred Brava-Italia taste to the leading energy drink.
- There are two reasons why the flavor is preferred
 1. Other edrinks contain GLUCORONOLACTONE which is a carbohydrate that is supposed to provide energy and a sense of well being. But it is controversial and it gives edrinks their strong bitter after taste. Brava-Italia and Sexy-Italia do not have this in our formula.
 2. Brava-Italia has a smooth caramel finish rather than the astringent after-taste that people notice immediately.

SEXY-ITALIA

- In addition to caffeine and Taurine, it also contains Damiana, Ginseng and Guarana which all have been scientifically shown to provide aphrodisiac effects in men and women.



- When developing the formula, extensive flavor matching research was done. The result is that while it has a great stand alone taste, it is really complimented when used as a mixer.
- The most common way it is served in Italy, other than straight out of the can, is mixed with Prosecco or Champagne. Closely followed by a "Sexy Vodka" (Sexy-Italia and vodka of course.)
- The flavor is a luscious berry/pomegranate taste. It starts sweet but ends crisp and clean, and pleasantly bitter. Because of this unique profile, sweet liquors like sambucca or Amaretto mix surprisingly well.
- The flavor right out of the can is so tasty that the most common response is that "this is the best tasting energy drink I have ever had" or "I don't like or drink energy drinks but this is fantastic!"
- The color is ruby red, the color of PASSION! It looks great in a glass or when mixed in a flute with sparkling wine.

ITALIAN FOOD SERVICE

In the U.S., the energy drink business model has been to spend all of your time and money in marketing sizzle and promotion rather than quality and taste. The goal has been to be the coolest drink to be seen drinking. Many products have gone away simply because they were never able to get distribution in the beverage channel. Our strategy has been completely different. Rather than competing in this crowded space and take on the rest, we targeted the foodservice channel and have been selling it as an Italian specialty item.

An Italian energy drink is a brand new product to talk about and sell plus the other energy drinks were largely unavailable to these distributors. Our biggest challenge was and still is, educating the distributors and the retailers. But our success is that we had product in the consumer's hands and mouths before we ever considered the beverage channel.

To date, BRAVA has been sold as "Italy In A Can" but buzz is growing and BRAVA is emerging as simply a preferred tasting energy drink. Though it is still a strong, strong advantage to co-op the Italian culture.

We also explain to pizzeria and Italian deli operators that the energy drink market doubles every two years and it will be the same size as the bottled water market by 2010. Brava-Italia let's them participate in that growing opportunity with a product that is designed for their business...it is made in Italy! Also, most energy drink consumers are male under 35 years old, this is a typical pizza consumer as well! We also explain that having a Brava-

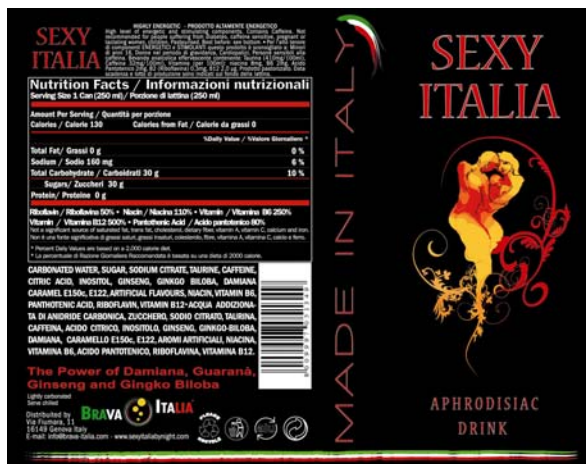


Italy with two slices of pizza for lunch will prevent the afternoon sluggishness that all that cheese can cause.

NIGHTCLUBS, TAVERNS AND BARS

In recent months we have seen growing interest in the nightclub and bar segment. Because of our presence in Nightclub & Bar Shows, promotion and event sponsorships we have done plus ads that ran in MAXIM and Blender magazines, operators have been approaching us directly for the products. There is a definite 'buzz' growing around Sexy-Italia and Brava-Italia!!

As far as the beverage channel, energy drinks are driven by sales and consumption in nightclubs and bars. When selling against other energy drinks into these places, many clubs have exclusivity agreements with them and get money and rebates ect making it difficult for them to buy and retail Brava-Italia. HOWEVER, Sexy-Italia is considered to be an Aphrodisiac Drink and has an entirely different taste so the nightclub can buy it and not violate their agreement. This has been our advantage and has started us only now into this channel. In fact, we will be re-labeling the product as an Aphrodisiac energy Drink right on the can (see image below). We are also working with the FDA and Customs to develop a new beverage classification "Aphrodisiac Beverage" which will permit us to remove the word 'energy' from the can entirely. Additionally we have added an additional package for the Brava-Italia product as well. A sleeker, more elegant design for the high-end nightclub segment (see image below).



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