

PRESS RELEASE

Brava-Italia Moves at Lightning Speed during the 2008 Formula 1 Grand Prix Championship

New Jersey, November 2, 2008: This past weekend, Brava-Italia, the delicious energy drink from Italy, was introduced to hundreds of Ferrari owners and their family members as they gathered for the viewing of the final 2008 Formula One Grand Prix Championship. The spectacular indoor and outdoor event was held at the Central New Jersey Ferrari Maserati automotive complex in Edison, New Jersey.

"They love it", said Jackie Bailey, Marketing and Events Coordinator for the Ferrari dealership, as she carried over another case to refill the empty cooler in the main showroom. And so it went throughout the day, as the guests enjoyed the leading energy drink from Italia.

Salerno Imports is extremely proud to have participated as a co-sponsor to the event, providing Brava-Italia to the luxury car and sports enthusiasts present. Brava-Italia proved to be a perfect match for the energy charged event; quenching thirsts and satisfying taste buds all day long.

"We are very proud to be associated with this exclusive and invitation-only event", said Ron Salerno, CEO and President of Salerno Imports. "We understand the prestige behind the Ferrari, Maserati and Formula 1 brands, and we were confident going in that the guests were going to enjoy the unique flavor and invigorating characteristics of Brava-Italia".

About Brava-Italia

Brava-Italia is a leading energy drink made in Genoa, Italy and popular throughout Europe, Asia, South America and the Middle East. Throughout Italy and other parts of the world, Brava-Italia has gained leading market share and popularity by sponsoring high-profile sporting events, and through its growing utilization as a cocktail mixer in popular nightclubs and bars.

Brava-Italia is Unlike Competitors in Three Distinct Areas:

- 1) The Brava-Italia formula does not contain Glucoronolactone, the controversial ingredient that has challenged the leading U.S. energy drink brand.
- 2) Brava-Italia has a delicious and smooth caramel finish unlike the bitter aftertaste in leading competitors.
- 3) The energy boost obtained through Brava-Italia does not leave you jumpy. Instead, Brava-Italia provides an energy boost that is better described as being in a "more alerted" state, without the side-effects commonly associated with energy drinks.
- 4) Due to its unique flavor profile, Brava-Italia can be paired with a wide variety of foods, and can be used to make custom cocktails and signature drinks.

For photos, samples, nutritional information or additional product specifications, visit the Salerno Imports website, or call (732) 208-1818.

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[Product and event photos available upon request.]