



PRESS INFORMATION

FOR IMMEDIATE RELEASE

April 11, 2008

Introducing SEXY-Italia® - LOVE LIFE!

The NEWEST energy Drink In Europe Is Now Available in The U.S.

OLD BRIDGE, NJ...We are pleased to announce the introduction of Sexy-Italia, a new and completely different energy drink from the makers of Brava-italia. Like it's sister product, Brava-Italia, SEXY-Italia is an energy drink made in Genova, Italy and sold through out Europe, Asia and the Middle East. Only introduced in Italy this past December, demand for Sexy-Italia is exploding in Europe and will rival sales volumes of Brava-Italia in mere months.

SEXY-Italia is an energy drink with the added ingredients of Ginseng, Guarana and Damiana, all herbal extracts that have been known to cause aphrodisiac effects in men and women. But more than just this "added stimulation" SEXY-Italia's flavor has been designed to be complimented by alcohol. The taste is sweet, but not too sweet; flavorful but not overpowering or overly complex. In a word...delicious. But when blended in a cocktail with any of a variety of alcohols the result is remarkable. Plus, the drink has a "jewel-like" deep pink color that looks beautiful in your glass...leave it to the Italians to think of everything!

According to Ron Salerno of Salerno Imports, LLC "One of the first clients to take on the product was Drew D'Errico, Mixologist at Bartolotta's in WYNN Las Vegas. Drew created an entire cocktail menu around Sexy-Italia and Brava-Italia and has made the recipes available on our web site." www.salernoimports.com. In addition, SEXY-Italia and Brava-Italia are served in all the bars, lounges and luxury boxes in the new Prudential Center in Newark, NJ. This is the result of being named the official energy drink of the New Jersey Ironmen soccer team.

Interest in SEXY-Italia as gone far beyond the Italian deli, cafe or restaurant that Brava-Italia's business was built on. Requests are coming in from nightclubs and bars constantly. So much so that the company is eagerly looking for additional beverage distributors to help expand the pipeline to the nightclub consumer. According to Salerno "Our current distribution network is firmly based on Specialty Italian products distributors. This channel is growing rapidly but cannot help us keep up with this new demand in the nightclub category."



SEXY-Italia and Brava-Italia sales in the U.S. are growing rapidly so expect to see promotional events and sponsorships in the future. For more information, cocktail recipes, or a calendar of promotional events contact Ron Salerno at 732 208-1818 or info@salernoimports.com.

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