



FOR IMMEDIATE RELEASE:

**A LONG-LASTING, ALL-NATURAL ENERGY DRINK?
INTRODUCING FUNCTION'S ALTERNATIVE ENERGY**

Los Angeles, CA, 11/20/06 – Function Drinks, the leader in functional beverages, has launched **Alternative Energy**, the first energy drink on the market with a time-release system to ensure a smooth, consistent boost over an extended period of time. Designed by Dr. Alex Hughes, orthopedic surgeon at UCLA, this groundbreaking formula offers a 100% natural, long-lasting energy alternative to the harsh synthetics crowding the cooler shelves.

“Alternative Energy is the first energy drink out there with nothing to hide,” says Dr. Hughes, co-founder of LA-based Function Drinks. Clear and non-carbonated, **Alternative Energy** stands out as a healthy option amongst its opaque-can colleagues. The flavor is a refreshing and light tangerine yuzu, with a slight zing. And unlike its shelf-mates, **Alternative Energy** is completely natural and safe, featuring an all-star team of rainforest imports, including muira puma, catuaba, guarana and yerba mate.

Backed by significant research in pharmacokinetics, the rate at which dietary ingredients are absorbed and distributed throughout the body, Dr. Hughes set out to create a stable formula that stays strong for several hours. “Our proprietary blend uses four classes of natural energy which metabolize at different rates. One by one, each of our main ingredients takes effect, resulting in a sustained energy elevation which can last six to eight hours without a harsh crash,” explains Dr. Hughes. “Effectiveness without fear of violent spikes or dizzying crashes is what sets **Alternative Energy** apart.”

Alternative Energy has earned its stripes within Hollywood’s top agencies and guilds, including CAA, ICM, ASCAP, and the PGA, where health-conscious industry execs have started ordering it by the case. “**Alternative Energy** has muscled out the other energy drinks in the office,” says Kerry Trainor, Director of Yahoo! Music, “It’s the only thing that keeps us going without those brutal crashes.” Providing long-lasting fuel and enhanced focus, **Alternative Energy** is rapidly becoming a desktop mainstay for L.A.’s detail-oriented workers. “In an industry that requires you to work hard all day long, and to keep working after you’ve clocked out, **Alternative Energy** is the best thing I’ve found to keep me focused and alert long-term,” says Aaron Cruze of the Producers Guild of America.

Alternative Energy comes in 16.9 ounce bottles and is available in stores all across Southern California. **Alternative Energy**, along with **Shock Sports**, Function’s pain-

relieving sports recovery drink, joins the current line, including Urban Detox, Brainiac, and Youth Trip, on shelves this month. For list of retailers, or to order online, visit www.functiondrinks.com.

About Function Drinks:

LA-based Function Drinks was founded in 2004 by Dr. Alex Hughes, an orthopedic surgeon at UCLA Medical Center. The mission of Function Drinks is to enhance daily living with all-natural, great-tasting functional beverages backed by true science. For more information, visit www.functiondrinks.com

For additional information on Function Drinks or Alternative Energy, contact Pearl Wible at 310.725.9050 or pearl@functiondrinks.com.

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