



***For immediate release***

## **FUNCTION DRINKS BRINGS ON SOBE DREAM TEAM – MARTY JAY ZIROFSKY, TIM LARSEN, & TERRY CASEY TO JOIN BOB MILLER – FOR NATIONAL LAUNCH**

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Redondo Beach, CA – May 16, 2007 – Function Drinks announced today that they have reunited the all-star team that led SoBe Beverage Co. to national recognition. The new executive sales team includes Marty Jay Zirowsky, Vice President Eastern Division; Tim Larsen, VP Western Division; and Terry Casey who will direct the Midwest. The team will oversee the national expansion of the Southern California brand and will report directly to Bob Miller, Exec Vice President of Sales and Strategic Planning, who came on board with the company May 1. The team has already begun working with the brand. Larsen will come on board effective June 4<sup>th</sup>.

“We are thrilled that the current success of our company continues to attract such well respected industry veterans. We are excited to reunite this dynamic team and look forward to a powerful expansion,” said Dr. Alex Hughes, President of Function Drinks.

“I believe I can speak for all of us when I say that the innovation behind these unique products is not only what attracted us to this company but is the reason that Function will continue to define and lead the functional beverage category,” said Marty Jay. He continues, “Function is doing something truly revolutionary in the beverage industry and we want to be a part of that.”

### **About the team:**

Marty Jay Zirowsky joins Function from his post as the VP of sales for the Northeast Division of Fuze. Previously he held executive posts at Izzie Beverage Company, Arizona Beverages, and SoBe Beverages.

Terry Casey most recently held the post of Senior VP of Sales for Ardea Beverages. Previously he held executive posts at Optimum Brands, Inc., Izzie Beverage Company, Glaceau Vitaminwater, and SoBe Beverage Co.

Tim Larsen leaves his executive post at Carlson Distributing to join the Function team. Previously he held executive posts at Izzie Beverage Company, Glaceau Vitaminwater, and SoBe Beverage Co.

### **About the company:**

In 2004 during his surgical training, Dr. Alex Hughes discovered that with the right technical capabilities he could incorporate powerful all natural ingredients used everyday in hospitals into drinks with extraordinary functionality. He set out to create a drink line that represents a marriage between mainstream clinical science and beverages. From this concept, Function Drinks was born.

Today, each beverage in the Function line is a piece of intellectual property, and each formula has multiple patents applied or patents pending. The innovation and ambition of the company secures Function’s place at the vanguard of functional beverages. As consumers turn to products with proven relevant functionality, this category has outpaced all others in the beverage industry. Function Drinks is both defining the category and leading the way.

For further information please visit [www.functiondrinks.com](http://www.functiondrinks.com).

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