



FOR IMMEDIATE RELEASE:

**POST-WORKOUT PAIN RELIEF YOU CAN DRINK:
INTRODUCING FUNCTION SHOCK SPORTS**

Los Angeles, CA, 11/26/06 – Function Drinks, the leader in functional beverages, has released **Shock Sports**, the first sports recovery drink that alleviates activity-related muscle and joint pain. Engineered by Dr. Alex Hughes, an orthopedic surgeon at UCLA, **Shock Sports** offers a revolutionary combo of potent, all-natural ingredients never before available to the mass market. This formula utilizes targeted functional ingredients for rapid re-hydration, better muscle recovery, and – for the first time in a sports drink – relief of sore muscles and achy joints.

“**Shock Sports** uses secrets we’ve learned in the operating room to help healthy athletes improve their performance,” says Function Drinks co-founder, Dr. Alex Hughes. “The same body of research has supported the sports drink industry for over 50 years. I’m excited to offer something new to the field that expands the functionality you can fit into a bottle.”

Shock Sports pioneers new ground by combining the following ingredients for pain relief and muscle recovery:

- Devil’s Claw, a natural anti-inflammatory to soothe inflamed muscles
- Soy-phosphatidylserine for cortisol inhibition to speed muscle recovery.
- A Rapid Re-Hydration System to restore the body’s electrolyte balance.

Function officially launched **Shock Sports** on October 15th at the USAT National Club Championship in Las Vegas, NV, where nationally ranked triathletes were the first to try the new drink. Immediately, these elite athletes praised the refreshing lemon-lime calamansi taste—saying it was just what they needed after a long race. Soon after, many returned to marvel at the marked improvement in post-race pain. The buzz has quickly spread across the board— from marathon runners to BMX bikers -- and demand has become overwhelming.

Shock Sports comes in 16.9 ounce bottles and is available in stores all across Southern California. **Shock Sports**, along with **Alternative Energy**, Function’s all-natural, long-lasting energy drink, joins the current line, including Urban Detox, Brainiac, and Youth Trip, on the 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 more information about Shock Sports or Function Drinks, please contact Pearl Wible at 310.725.9050 or pearl@functiondrinks.com.