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**FUNCTION DRINKS UNVEILS NEW LOOK FOR UPCOMING NATIONAL LAUNCH**

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Redondo Beach., California – March 6, 2007 – FUNCTION DRINKS, the leader in the functional beverage category, unveiled their new look today with the launch of a new logo and new packaging. The sharp horizontal logo and clean, black labels were designed to more accurately reflect the sophisticated character of the brand.

“We are thrilled to unveil the new look of Function Drinks! We've been secretly working hard for the last 8 months with Cramer-Krasselt and New York design firm, Scott Henderson, Inc. to create outside packaging that embodies the truly modern, innovative, and sophisticated product that is inside,” said Dr. Alex Hughes, Co-founder and President of Function Drinks.

Dr. Hughes continues by saying, “In the past year we have grown from a local Southern California favorite to a brand on the verge of a national push. Along the way, we have learned what works for us and our savvy Southern California customers and used that to help shape the company into what we are today. We can now take our lessons from the epicenter of health, fitness, and functional lifestyles (our Southern California home) and travel to other markets.”

About the company:

In 2004 Dr. Alex Hughes realized during his surgical training that with the right technical capabilities he could put proven functional ingredients that are used everyday in clinical practice into great tasting, all natural beverages. From this concept, Function Drinks was born and set out to introduce true functionality to the beverage industry.

Today, each beverage in the Function line is a piece of intellectual property and each formula has multiple patents applied. The innovation and ambition of the company paved the way for unprecedented relationships with some of the most respected flavor houses, production facilities, laboratories, and beverage veterans in the industry. Advisory board members include Peter Krivkovich (CEO and President, Cramer-Krasselt) and Tom Schwalm (SoBe co-founder). With this team behind them, Function Drinks secures its place at the vanguard of functional beverages. As this category outpaces energy drinks and flavored water, Function is sure to emerge as a leader in the beverage industry.

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

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