

**For Immediate Release:**

# Energy Shot Market Set to Feel a Csurge™ in Sales!

**"The Hour has Come for a BETTER Energy Shot",  
says Maker of NEW Csurge™ Energy!**



JULY 4<sup>TH</sup>, 2008 / IRVINE, CA — In the midst of a mountain of "me too" energy skus, Csurge™ Energy Immunity Power Shot ([www.Csurge.com](http://www.Csurge.com)) has carved its own niche in the growing two-ounce energy shot segment that, according to BevNet©, is projected to reach \$500 million dollars in sales by 2009 – with many thinking even this a conservative estimate based on individual projections from current market players in the segment.

"The hour has come for a BETTER energy shot", said Csurge™ CEO Christof Ballin, "Csurge™ is not just better tasting, but with the addition of 1000 mg of Vitamin C in each energy power shot, we deliver healthy energy defense you can feel."

From a taste perspective, most consumers would agree that the popular assortment of energy shot players have left most energy shot drinkers wanting for a better tasting offering, such as Csurge™ – which consumers have already responded to with resounding approval of its great taste. But Csurge™ is far more than just a better tasting energy shot – it's a better energy shot, period.

While similar products to Csurge™ all contain an energy blend of sorts and some B Vitamins, only Csurge™ combines a powerful energy blend with 1000 mg of Vitamin C, a full complex of B vitamins, an antioxidant blend, an electrolyte mix, trace minerals and no artificial sweeteners, colors or flavors – plus only Csurge™ is endorsed by an all-star list of pro athletes from Football, to Racing, to Mixed Martial Arts.

"We're thrilled to have such great support from world class athletes like Lisa King, Jason Shirley, and Matt Spanos, to name a few.", said Ballin.

The growing roster of elite professional athletes supporting Csurge™ currently include Professional Football Players: Gerard Lawson (Cleveland), Dennis Haley (San Francisco), Junius Coston (Green Bay), Edell Shepherd (Denver), Jason Shirley (Cincinnati), Charles Ali (Cleveland), Matt Spanos (Miami), Jason Trusnik (New York), Jason Jones (Buffalo); Professional Stockcar racer Matt Crafton; Arena Football Player Mike Brown (Philadelphia); Canadian Professional Football Players: Dwaine Carpenter (Calgary), Jamal Robertson (Toronto), Scott Mitchell (Hamilton), Ken Simonton (Calgary); Muay Thai World Champion Kickboxer Lisa King, aka "The Black Widow", and others.

Retailers love the price and packaging, consumers love the energy, great taste, and key ingredients – and the energy shot market will soon be feeling a Csurge™ in sales! Csurge™ Energy... Feel It In You!

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