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News Release

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FOR IMMEDIATE RELEASE:

KIDStrong® Enterprises Responds to Heat Wave with Commercial for its Healthy Kids' Drink on Famous Times Square Jumbotron

Fair Haven, NJ (August 5th, 2010) – Millions of consumers will now be introduced to the new KIDStrong® hydration beverage for children each day, due to a new commercial that is currently running on the famous CBS Jumbotron screen in Times Square.

The commercial focuses on the first-of-its-kind, all-natural KIDStrong hydration beverage for children, which is low in sugar and scientifically formulated with all the vitamins and nutrients a growing child requires.

The KIDStrong spot will run once every hour on the Jumbotron, which is located in a prime traffic location in New York City, on 42nd Street between the Regal E-Walk movie complex (formerly Loews) and the B.B. King Blues Club & Grill.

“Millions of people each day will now be introduced to our KIDStrong hydration beverage for kids,” remarked the company’s Chief Marketing Officer, Martin Mannion. “The Times Square Jumbotron is a New York City icon. Visitors from around the world have seen music concerts, sporting events, and the countdown of each New Year on the Jumbotron. It has transformed ordinary people into celebrities. Hopefully, our spot on the Jumbotron will make the KIDStrong hydration beverage a worldwide name.”

KIDStrong is currently available in two flavors – natural orange and natural grape; with additional flavors soon to follow.

To inquire about becoming a KIDStrong retailer or distributor, please contact Ron Berkowitz at 516-208-3868 or rberkowitz@kidstrong.com. For consumer information and special promotions regarding KIDStrong, please call 888-302-0236, or visit www.KIDStrong.com.

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About KIDStrong® Hydration Beverage for Children

KIDStrong is the first-of-its-kind, all-natural hydration beverage for children. Unlike other “sports drinks” or “fortified waters” on the market, KIDStrong contains no artificial flavors, colors, sweeteners, or preservatives, and is low in sugar, containing just 3g of sugar per 8oz. serving. Moreover, KIDStrong contains no stimulants and is power-packed with a proprietary nutrient formulation that delivers just the right mix of vitamins and minerals important for growing children. The beverage is composed of three significant components that work together to promote proper nutrition and growth:

1. A low glycemic index complex carbohydrate blend
2. A nutrient blend containing 20 vitamins and minerals
3. A unique electrolyte combination

KIDStrong was specifically developed for active, growing children ages 4-13, and is aimed at combating the growing epidemic of childhood obesity. KIDStrong’s nutritional formula is backed by science, making it the most effective and beneficial children’s drink on the market.

About KIDStrong® Enterprises

KIDStrong Enterprises embraces the belief that children are our planet’s most valuable asset. Its mission is to deliver a message of strength, health, vitality, and optimism by providing products and understanding that empower children both physically and mentally. The company strives to be a no-nonsense provider of tips, tools, and all-natural products to make it easier for children and their parents to live a healthy lifestyle.

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