



527 Industrial Way West
Eatontown, NJ 07724
P 732-389-4500
F 732-389-4998
www.lanmarkgroup.com

News Release

Media Contact:

Michael Ventriello / Lanmark Group
732-389-4500 ext. 181
mventriello@lanmarkgroup.com

FOR IMMEDIATE RELEASE:

Seven New York School Systems Select KIDStrong® Hydration Beverage as a Healthier Drink Alternative for Children

Fair Haven, NJ (June 1, 2010) – KIDStrong® Enterprises recently announced that seven New York school systems will be providing its KIDStrong® hydration beverage to its students when classes commence in September.

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.

KIDStrong® will soon be available in approximately 60 schools throughout the following New York school systems:

- Brentwood, LI
- Southampton, LI
- Three Village, LI
- Miller Place, LI
- South Orange, NY
- Clarkstown, NY

“We’ve already tested KIDStrong® in most of these school systems and are very pleased that they will continue to offer our specially formulated hydration beverage in September,” remarked KIDStrong® Enterprises Vice President of Sales and Distribution, Ron Berkowitz. “Since its official launch last June, KIDStrong® has been well-received by health-conscious parents throughout the New York Metropolitan area. These parents have been purchasing KIDStrong® at local retailers and also care about the beverage choices available in their children’s schools.”

-more-



527 Industrial Way West
Eatontown, NJ 07724
P 732-389-4500
F 732-389-4998
www.lanmarkgroup.com

News Release

(2)

The KIDStrong® hydration drink is low in sugar and scientifically formulated with all the vitamins and nutrients active kids require. KIDStrong® is currently available in two flavors – natural orange and natural grape; with additional flavors soon to follow.

To inquire about offering KIDStrong® in your school system or 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.

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 22 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.

###