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News Release

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FOR IMMEDIATE RELEASE:

KIDStrong® Proactive Hydration™ Drink for Children Now Available at Select Stop & Shop® and Giant®-Landover Supermarkets

Fair Haven, NJ (August 20, 2010) – KIDStrong® Enterprises, an innovative provider of positive energy to kids worldwide, recently announced the availability of its Proactive Hydration™ Drink at select Stop & Shop® and Giant®-Landover supermarket locations throughout the Northeast.

Specifically, the KIDStrong® Proactive Hydration™ Drink is now available in Stop & Shop supermarkets located throughout Connecticut, Delaware, Maine, New England, New Jersey, New York, and Rhode Island. In addition, the Proactive Hydration Drink is now available at Giant-Landover supermarkets, a Stop & Shop subsidiary, throughout Delaware, Maryland, Pennsylvania, Virginia, and Washington, D.C.

“Proactive hydration” means that KIDStrong is the only drink formulated to retain as well as replace vital fluids and nutrients. Although other sports drinks may replace nutrients and fluids, they do not help the child’s body retain the vitamins and minerals during sports, play, and other activities like KIDStrong does.

According to KIDStrong Enterprises Vice President of Sales and Distribution, Ron Berkowitz, “Since its official launch in the summer of 2009, KIDStrong continues to be well received by leading grocers and health-conscious parents. We are on a mission to expand our retail distribution network into other geographic regions in order to make KIDStrong available through retailers nationwide.”

KIDStrong is specifically designed for growing children ages 5-13, and is aimed at combating the growing epidemic of childhood obesity. The new beverage is composed of three significant components: a complex carbohydrate blend, 20 vitamins and minerals, and a unique electrolyte combination, all of which are necessary for proper nutrition and growth. KIDStrong is specifically designed for active, growing children, and is thoroughly backed by science.

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The first-of-its-kind, all-natural proactive hydration drink for children is also available at select A&P™, Foodtown™, Key Food™, King Kullen™, Pathmark®, Super Fresh®, and Waldbaum's™ stores, and more than 200 independent grocers throughout the Northeast.

The suggested retail price for the KIDStrong hydration drink is \$3.99 - \$4.99 per 4-unit case and \$.99 - \$1.39 per 12oz. bottle. To inquire about becoming a KIDStrong® retailer or distributor, please contact Ron Berkowitz at 516-208-3868 or rberkowitz@kidstrong.com. For consumer information about the KIDStrong Proactive Hydration Drink for children and special promotions, please call 888-302-0236, or visit www.KIDStrong.com.

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.

About KIDStrong® Proactive Hydration™ Drink

The KIDStrong® Proactive Hydration™ Drink is low in sugar and scientifically formulated with all the vitamins and nutrients kids require to live a healthy, active, and productive lifestyle. By harnessing the most recent scientific research, KIDStrong Enterprises has developed a unique refreshment for children that is nutritious and tastes great. It is currently available in three flavors – Clearly Orange, Clearly Grape and Clearly Fruit Punch – with additional flavors soon to follow.

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