



**ENERGY DRINK**

**A COMPREHENSIVE GUIDE TO  
WAVE ENERGY DRINK'S SUCCESS...**

# ABOUT US

Founded in 2008, Wave Energy Drink was created to provide consumers with the best-tasting, all-natural energy drink on the market today. Available in Regular and Sugar-Free varieties, 16 oz. singles and family 4-packs, Wave Energy Drink is sold in convenience stores, grocery chains, restaurants, bars, drug stores and coffee shops. Wave Energy Drink products go to market through both distribution partners and independently owned and operated franchises. Wave Energy Drink is heavily involved in sports marketing, sponsoring a NASCAR Sprint Cup team, a professional angler, touring band and many other public figures and events. Wave was founded on a premise that energy drinks don't have to taste bad. That is why we pride ourselves on taste—it's our main selling point. Once you "Taste the Wave," you'll understand why we decided to make this statement our company slogan. Wave Energy Drink is headquartered in Charlotte, NC.



## Product Descriptions

### Wave Energy Drink Regular

Wave Energy Drink Regular is our signature flavor. Wave Regular is all-natural, with light carbonation and a refreshing aftertaste. It's lower in caffeine with the energy kick coming from a higher dose of B-Vitamins, making Wave a healthier and safer alternative than the competition. Wave is crimson in color, for sophistication. It mixes well with spirits and is heat-pasteurized for a longer shelf-life.



### Wave Energy Drink Sugar-Free

Wave Energy Drink Sugar-Free has all of the same great taste attributes as Wave Regular, but fewer calories per serving. Wave Sugar-Free has only 10 calories, but the same amount of B-Vitamins as our Regular variety. Same color, same sophistication. In fact, most drinkers report no difference in taste between the two varieties.





# THE MARKET

Energy drinks are more popular than ever, fast becoming a lifestyle choice for the active population in their daily routine. In the beverage category, energy drinks are one of only two segments not only consistently on the rise, but enjoying explosive and extended growth year to year. Energy drink sales topped \$7 billion in total sales in 2009—and are expected to expand to \$10 billion total sales in 2010.

WhyWave Energy Drink? Because Wave was founded to take advantage of our competitor's shortcomings. For instance, taste, smell, color and aftertaste. When new customers sample our drink, the number one feedback comment we hear is:

**“HMMM, THIS TASTES *WAY* BETTER THAN**  
[REDACTED]”  
– *Name of competitor removed to protect the innocent.*



# BUT WHAT MAKES **WAVE ENERGY DRINK** REALLY DIFFERENT THAN THE COMPETITION?

## 1. TASTE

- Naturally-Flavored  
(**no artificial ingredients**)
- Lower Caffeine  
(**no jitters, rise & crashes**)
- Lower Carbonation  
(**it has drinkability**)
- Higher Content of B-Vitamins  
(**248% of the daily recommended dosage**)





# 2. APPEAL



- Red in Color, for Sophistication  
(what color is your mixed drink?)



# 3. QUALITY

- All-Natural Ingredients  
(did we mention all-natural ingredients?)
- Pasteurized for Longer Shelf Life  
(who else can say that?)
- No Bad Aftertaste  
(speaks for itself)
- Great Drink Mixer  
(mixology handbook coming soon...)







## What is Wave Energy Drink Doing Nationally?

In a word, selling. Wave Energy Drink has worked tirelessly to target key demographic areas—one of our first sales territories was none other than New York City. After expansion in all five boroughs and Long Island, we shored up our efforts in our home base of Charlotte, NC, Buffalo, NY, Columbia, SC and Virginia Beach, Va. Our sales management team is working 24/7 to get our product into stores such as Walgreens Drug Stores and regional grocery chains. Again, these sales victories were accomplished through both distribution partner and franchise efforts. In order to be considered, Wave believes that brand awareness should be at a premium—which is why we became involved with the high octane national sport of NASCAR. Visibility guaranteed.

## What is Wave Energy Drink Doing Regionally and Locally?

Once Wave Energy Drink moves into a specific market, we actively engage in pull-through sales efforts with our designated sampling and promotional efforts. In addition to these events at an individual store level, Wave targets trade shows, outdoor events, golf tournaments and grassroots support of our smaller race team sponsorship programs. Our strategic marketing and promotions team spreads our message of such opportunities through a weekly calendar program entitled, “What’s Happening at Wave This Week?” These promotional program events are then tied back into our extended social media networks on Facebook, MySpace and Twitter accounts.

# MARKETING

## How is Wave Energy Drink Getting the Word Out?

Wave Energy Drink utilizes an in-house media/public relations department to keep our brand in the news as often as possible. Targeting key media outlets such as print, radio, television and online, we're rather proud of the accomplishments we've garnered along the way. Wave has been featured in Beverage Industry Magazine, Beverage Spectrum Magazine, Franchise Times Magazine, Progressive Grocer and Convenience Store News--while regularly appearing on BevNet.com, the clearing house for all online beverage news. In addition, Wave Energy Drink was the subject of a 30-minute feature on MSNBC's "Your Business" program. We've also broken several racing and sponsorship announcements on NASCAR's premier broadcast television partner, the SPEED Channel. Wave Energy Drink utilizes a powerful press release and newsletter distribution system containing 14 specific distribution lists from entertainment to sports lifestyles. In addition, Wave breaks down sectioned media categories for the specific locations carrying our product lines. That way, the local distributor/franchisee benefits from its news targeted to the specific local outlets in their area.



## Sports Marketing

Wave Energy Drink quickly noticed the need for brand awareness on a national level. Which is why we latched on to one of the most powerful vehicles (no pun intended) available—the high octane sport of NASCAR. Wave Energy Drink is a sponsor of Tommy Baldwin Racing's No. 36 Sprint Cup Series race team. Why racing? Well, for starters, they have the most brand-loyal fans in existence. Industry marketing studies show that three out of every four race fans will consciously choose a sponsor's product over a competitor, if given the choice. And it's also a great way to receive national press coverage. The Wave Energy Drink team was constantly in the news cycle at the sport's most prestigious event, the Daytona 500—after racing their way into the field. Two short weeks later in Las Vegas, the Wave team hosted mega-celebrity, Kim Kardashian, at the track as she launched her national fragrance line through additional sponsorship with the race team.





## Exhibit Marketing

Wave Energy Drink takes trade shows seriously. From a master list of compiled possibilities, Wave selects only the most pertinent and valuable outlets to showcase their product line. The company has attended several in the past year, including the Americas Food & Beverage Show in Miami, Florida, the Performance Racing Industry Show in Orlando, Florida and the prestigious 25th Anniversary Nightclub & Bar Expo in Las Vegas, Nevada. Our presence at the Nightclub & Bar Expo earned Wave Energy Drink a nice write-up in Beverage Spectrum Magazine, praising our tropically-themed layout.

## Is Racing All You Promote?

Racing isn't for everyone, which is why Wave Energy Drink also sponsors professional BASS Master angler, David Cooke. We also sponsor a touring band named the Tsunami Wave Riders. The band plays at many of our exclusive event marketing events. Wave Energy Drink is actively involved with the North Carolina Chapter of the Make-A-Wish Foundation, the YMCA and various other charity organizations.



# MEDIA

## Got Press?

We do. Wave Energy Drink's in-house media relations department keeps all relevant industry trade journals apprised of our latest news and announcements on a weekly basis. Wave has been featured in Beverage Industry Magazine, Beverage Spectrum Magazine, Franchise Times Magazine, Progressive Grocer and Convenience Store News--while regularly appearing on BevNet.com, the clearing house for all online beverage news.

In addition, Wave Energy Drink was the subject of a 30-minute feature on MSNBC's "Your Business" Program, hosted by J.J. Ramberg. We've also broken several racing and sponsorship announcements on NASCAR's premier broadcast television partner, the SPEED Channel.





## Beverage Industry

Trends, technology & products shaping the marketplace

Marketing

PRODUCT DEVELOPMENT

NEW TASTES TO WATCH

JULY 2010

«Tips for a more 'interesting' party»

Don Evans explains the "Coke within the Coke" brand's "Most interesting Mart" campaign.

Ridin' Wave NASC Progr Racin'

SPECTATING JUST BECAME A SPORT

KIM KARDASHIAN'S RACING DAYS

### Riding the wave

Wave Energy Drink has extended its NASCAR Sprint Cup sponsorship program with Tommy Baldwin Racing for 2010. The Mooresville, N.C.-based energy drink will appear as the primary sponsor at 14 select events, including the Daytona 500. The sponsorship also includes Wave Energy Drink as the primary sponsor for the team's new brand also.



**Keeping Up With the Next Wave**

It takes a brave man—a man who's not only active in his masculinity, but in his driving skills—to dress up like reality-TV star Kim Kardashian.

"She's not wearing a jumpsuit," Kardashian defended the driver to the Wave Energy Drink team, which normally has its logo on the hood of NASCAR No. 36. "I'm wearing a jumpsuit."

And, indeed, their apparel did appear somewhat different upon second glance. Driver Mike Bliss was a bit more zipped-up than Ms. Kardashian, plus he had a few more stripes on his jumpsuit, thanks to corporate sponsors.

Kardashian is famous for being famous, before getting her own family show, "Keeping Up With the Kardashians" on E! Network. Her late father was an O.J. Simpson's legal team and her stepfather is Olympian Bruce Jenner. Kim Kardashian pulled around with Paris Hilton of Hotel Hotels. And then there was Kim's sex cap that made its way onto the Internet.

Kardashian's new fragrance shared car in 36, covered by Tommy Baldwin Racing, is in the Las Vegas Motor Speedway race on Feb. 28. In addition to signing autographs hanging out with the Baldwin Racing team, plus she was interviewed by a 770 radio. Photo at right is of Kim's new Stephanie Devlin.

It's worth it for one race, says Jeffrey Komisar, a Las Vegas resident who says he's a fan of the show.

## Convenience Store News

nicklen

### CONVENIENCE STORES... HALL OF FAME

"We plan to expand store count by 10 percent a year. This year we will probably hit roughly 7 percent to 8 percent for the year. For the last five years, we've been restructuring our business. We went from a high end of close to 300 company-operated stores to the remainder as independently operated RaceTrac stores. We consolidated the company-operated RaceTrac stores into four markets (Florida, Illinois, Louisiana and Dallas). Although the RaceTrac-branded stores are operated by independent contractors, RaceTrac still owns and controls the gasoline business and real estate."

**ON THE FUTURE OF THE INDUSTRY:** "If the industry is one of convenience, that means saving people time, and that need is not going to go away. The industry will change and morph into different things, but if you define the industry as 'convenience' (not grocery retailing), then you have to see a bright future."

**ON FAMILY:** Carl's father, Carl Beck Sr., started the company 73 years ago in the depth of the Depression.

"I got a great education from him," said Beck, who went to law school but turned down a career in the legal profession to work at the store where he was based in Montgomery, Ala.

"I started picking up bottles of Coke in my dad's store at the age of six," said Beck.

Beck has two sons. The oldest is Carl III, who is currently in the commercial real estate business. The youngest, Jordan Beck, recently graduated from Southern Methodist University and is working at RaceTrac as an assistant project manager.

Beck also has three daughters. The eldest, Allison Moran, is RaceTrac's senior vice president of operations. She and her husband Crawford are busy raising two daughters of their own, Natalie Beck works for a private consulting firm based in Washington, D.C. She is planning to get her MBA and will likely join the family business.

Melanie Beck, after gaining experience in RaceTrac's Supply and Distribution department, returned to school and is in her first year of an MBA program at the University of Pennsylvania. She says she is likely to return to RaceTrac.

Beck met his wife, Susan, at a school event. "I think if you're actively financial company, one of your biggest concerns these days is which bank to trust—where to put your money. Because of the nature of our industry, we haven't suffered like most other companies. We are well-positioned to be value- and volume-oriented. It is a great combination in these times."



## Beverage Industry

Trends, technology & products shaping the marketplace

2010 BEER REPORT

PROBIOTICS & PREBIOTICS

CONVENIENCE & DRUG STORES

VPX SPORTS NUTRITION

SOFT DRINK REPORT

WINE & SPIRITS

### Coca-Cola to acquire GCE's North American operations

T... Coca-Cola Co. (NYSE:KO) announced today that it has agreed to acquire the North American operations of GCE Inc. (NYSE:GCE) for \$1.2 billion. The acquisition is expected to be completed in the second half of 2010. GCE is a leading provider of convenience store and drug store products in the United States. The acquisition will add to Coca-Cola's existing portfolio of brands and products in these categories. The transaction is subject to regulatory approvals and other customary closing conditions.

### Wave Energy Drink, LLC

Wave Energy Drink, LLC, Mooresville, N.C., began distribution in North Carolina-area Harris Teeter grocery stores and in a seven-store test grocer Walgreens stores in March.

### Jones Soda Co. entertaining additional offers for merger

T... Jones Soda Co. (NYSE:JSD) is currently evaluating various strategic alternatives, including the possibility of a merger. The company has received several offers from potential acquirers. Jones Soda is a leading provider of flavored soda products in the United States. The company is committed to providing high-quality products and excellent customer service. Any merger would be subject to regulatory approvals and other customary closing conditions.

## BEVERAGE SPECTRUM

2009 ENERGY DRINK GUIDE

MARCH 10, 2009

NEW PRODUCTS, TRENDS & INNOVATION

Wave Energy Drink, LLC

Jason Walter  
VP of Marketing  
736 Brawley School Road  
Mooresville, NC 28117  
800-636-2626  
www.tastethewave.com

AVAILABLE PRODUCTS:  
Regular, Sugar Free  
PACKAGING:  
16 oz. can

## BEVERAGE SPECTRUM

DECEMBER 30, 2008

NEW PRODUCTS, TRENDS & INNOVATION

Wave Energy Drink, LLC

AVAILABLE PRODUCTS:  
Regular, Sugar Free  
PACKAGING:  
16 oz. can

Wave Energy Drink

PRODUCTS: Wave Energy Drink, Wave Sugar Free  
PACKAGING: 16 oz. Can

Wave Energy Drink

PRODUCTS: Wave Energy Drink, Wave Sugar Free  
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Wave Energy Drink

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Wave Energy Drink

PRODUCTS: Wave Energy Drink, Wave Sugar Free  
PACKAGING: 16 oz. Can

S & G Express Marts in the Bay... carrying Wave Energy Drink... company of the same name... by Sado Gas Sales Inc., Har...



# SUMMARY



## Where can we go from here?

Anywhere. If you're looking for a superior product, a partner or an exclusive agreement, we can accommodate your needs. Wave Energy Drink is opening new accounts, seeking distribution partners and has a comprehensive and proprietary franchisee program designed for immediate success. We've analyzed all marketing territories nationwide. Once sold into a new sales territory, our promotional teams go to work. At the local level, our Wave Energy Drink Street Teams are on the case, making sure that our beverage product brand ambassadors, aka "Wave Runners," are getting the best tasting energy drink into the hands of consumers.

Wave retained one of the nation's top award-winning advertising agencies, BooneOakley, to design our cans. We advertise in Convenience Store News. We buy billboards. We underwrite sponsorship of local entities and events. We've got a plan to promote Wave Energy Drink nationwide—but it begins at the individual local level.





## What Should I Do Next?

Contact us. Wave is a responsive and proactive company, poised to capture nationwide market share in the energy drink beverage category. This marketing packet was designed for you to get to know us. Hopefully, at this point, you'll want to meet us. Take advantage of our hard work in making Wave Energy Drink a household brand name. We have a lot more information to share with you. Contact us and we'll show you a stunning business, distribution or franchising plan. If you thirst for success, then taste it. Taste the Wave.

### **WAVE ENERGY DRINK**

ATTN. I WANT TO KNOW MORE...

19902 NORTH COVE ROAD

CORNELIUS, NC 28031

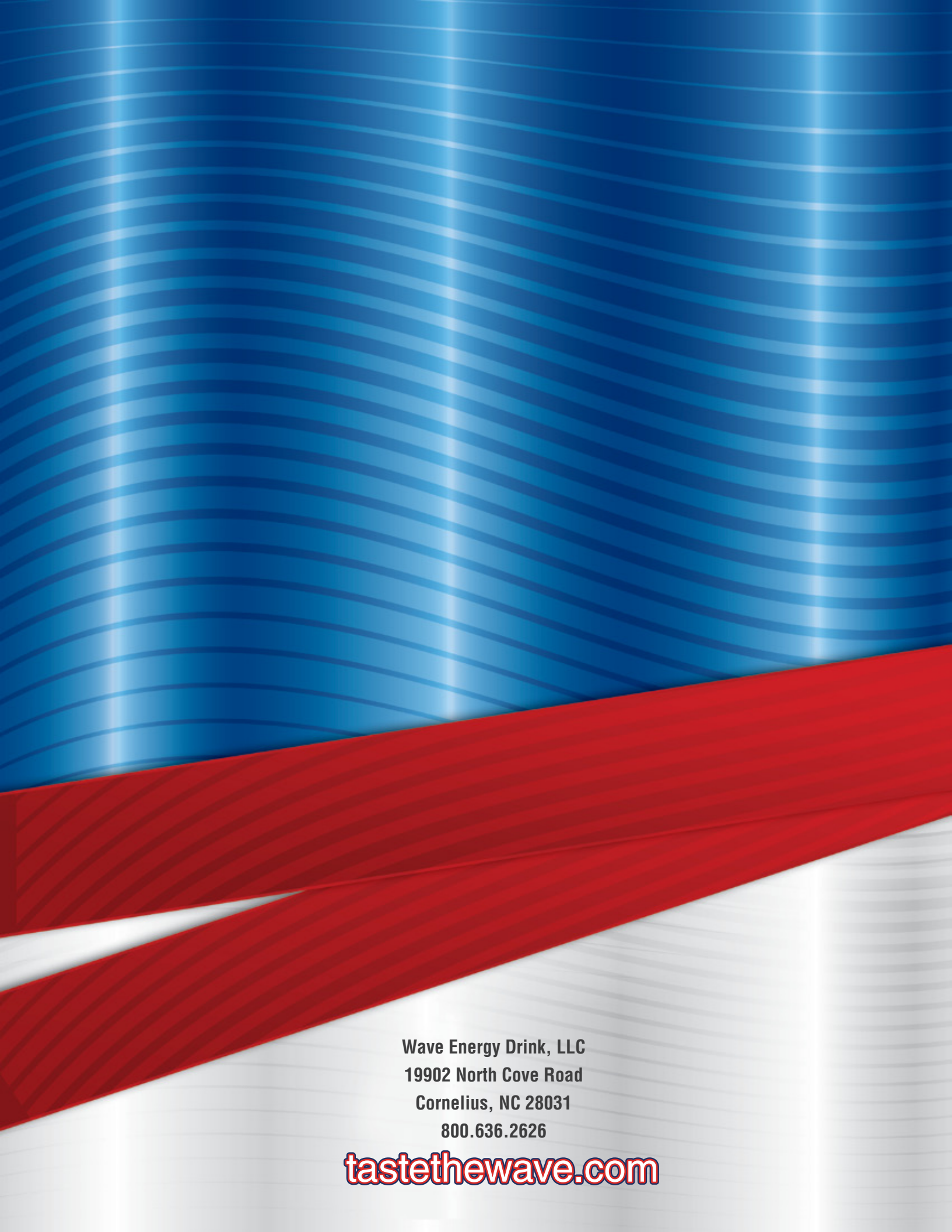
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