



## **FOR IMMEDIATE RELEASE**

### **Grammy-award winner Nelly partners with ZizZazz Explosive Energy Mix becoming an owner in the fast-growing company**

*The artist becomes the first high-profile celebrity to join the ZizZazz team*

**LAS VEGAS – July 29, 2008** – ZizZazz Explosive Energy Mix announced today that multi-talented, Grammy-award winning artist Nelly has joined the ownership team of the energy drink mix ZizZazz – a company experiencing accelerated growth throughout the nation, quickly becoming one of the most popular energy drinks available.

“I’m excited to partner with ZizZazz – the drink mix helps my energy stay high during rehearsals and performances as I gear up for the release of *Brass Knuckles*,” said Nelly. “I didn’t want to just endorse it; I wanted to be part of the growth of the company. ZizZazz is a product that definitely fits my lifestyle – I can throw a few in my bag, grab a bottle of water and I’m set.”

Nelly joins a group of ZizZazz devotees and will be the new face of the energy mix which has rolled out nationally and is continuing to expand to new markets. As the first high-profile name attached to the brand, Nelly’s support of the product and continuous popularity as an artist will allow ZizZazz to continue its growth at a more rapid rate. As an owner, Nelly will appear in television commercials, become the voice of radio advertising for the energy drink mix and will be a spokesperson for the product participating in press and appearances throughout the coming months.

#### **About Nelly**

The three-time Grammy-award winner is gearing up for the September release of his latest studio album *Brass Knuckles*. The single “Party People” featuring Fergie was released in March to much acclaim. Nelly has sold more than 30 million copies worldwide of his four previous studio albums. The unique double release *Sweat* and *Suit* (2004), made Nelly the first solo artist in history to make simultaneous album chart entries at #1 and #2. In addition to being a successful musician, Nelly hit the silver screen in the remake of “The Longest Yard” in addition to acting as executive producer for the film’s soundtrack; is founder and CEO of record label, Derrty Entertainment; has launched two successful clothing labels, Apple Bottoms and Vokal; is a co-owner of the NBA’s Charlotte Bobcats as well as a noted philanthropist having founded two charitable organizations, Jes Us 4 Jackie and 4 Sho 4 Kids. He now adds energy beverage spokesperson to his resume, promoting ZizZazz. For more information on Nelly, please visit his official website at [www.nelly.net](http://www.nelly.net).

#### **About ZizZazz**

ZizZazz Explosive Energy Mix, which comes in four great tasting flavors, is packaged conveniently in a portable single-serving stick, has been making waves since it first hit retail stands in the spring. Outselling other energy drinks and shots, ZizZazz is quickly becoming the energy mix of choice due to the “take anywhere” convenience of the packaging for the customer, and the smaller amount of shelf space needed for the retailer. ZizZazz gives all-day energy with less than 1g of sugar, just 20 calories per stick and no crash that consumers experience from most other energy drinks. ZizZazz is loaded with vitamins A, B1, B3, B5, B12, C and E, as well as ginseng, green tea extracts and rhodiola rosea. ZizZazz is brokered nationally by Acosta, Inc., the leading retail broker in North America providing outsourced sales, merchandising, marketing and

promotional services to manufacturers in the consumer packaged goods industry. For more information, please visit [www.zizzazz.com](http://www.zizzazz.com).

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