



**FOR IMMEDIATE RELEASE**

**ZizZazz energy mix to be distributed nationwide via industry leader  
Acosta, Inc.**

*Las Vegas-based company strikes deal with one of the nation's largest consumer  
product marketers to spread more energy across the U.S.*

**LAS VEGAS – August 11, 2008** – ZizZazz energy mix's parent company, Mainstream Ventures, Inc., announced today an agreement with Acosta, Inc. (Acosta) to provide national distribution for its vitamin-based energy drink mix. The Acosta team will work hand-in-hand with the marketing team at ZizZazz to provide nationwide sales and marketing of its current product line.

“We're thrilled to work with the industry leader for the marketing and distribution of our products. ZizZazz has amazing flavor, great packaging and provides convenience for the customer as well as the retail outlets. The team at Acosta shares in our vision and we look forward to a fruitful partnership,” said ZizZazz President Amberly Quaintance.

Acosta, which handles more #1 and #2 brands than any other sales agency in North America, is also the number one sales agent in reaching specialized c-stores – ZizZazz's main rollout target. Additionally, Acosta provides a dedicated team focusing on major retailers in all key territories.

“Acosta's Convenience Store division is extremely excited to be working with ZizZazz. It's rare in this channel to launch a new category and product with the level of consumer marketing that this company has committed to. Our entire team is buzzing as distribution successes are rolling in our very first week! With ZizZazz being a new format in the Energy category and having so much to offer retailers and consumers; these factors give us the confidence to partner with the ZizZazz team and apply the necessary resources to be successful,” said Calvin Johnson, Acosta's director of sales planning.

This announcement comes just days following the endorsement notice of multi-talented artist Nelly signing on as spokesperson for the energy mix that's taking store shelves by storm.

The popularity of the drink continues to rise as ZizZazz provides a more convenient and refreshing on-the-go option over the other counter-top sold energy supplements. Loaded with energy-enhancing vitamins, this non-carbonated blend comes in four fruit-based flavors, and when compared to other energy beverages has less sugar, carbs, calories and sodium.

For more information on ZizZazz, please visit [www.zizzazz.com](http://www.zizzazz.com).

**About Acosta Sales and Marketing Company**

Acosta Sales and Marketing Company is a leading full-service sales and marketing agency in North America, providing outsourced sales, merchandising, marketing and promotional services to manufacturers in the consumer packaged goods (CPG) industry. Headquartered in Jacksonville, Fla., Acosta has more than 11,000 associates and operations throughout the U.S. and Canada. For more information visit [www.acosta.com](http://www.acosta.com).

**About ZizZazz**

ZizZazz, which comes in four fruity flavors packaged conveniently in a portable single-serving bag, has been making waves since it first hit retail stands in the spring. Outselling other energy

drinks and liquids, 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 no added sugar, just 20 calories per serving and no crash that drinkers experience from most other energy drinks as it’s loaded with vitamins A, B1, B3, B5, B12, C and E, as well as ginseng and green tea extracts.

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