



**FOR IMMEDIATE RELEASE**

August 29, 2008

**\*\*\*MEDIA ALERT\*\*\*MEDIA ALERT\*\*\*MEDIA ALERT\*\*\***

**ZizZazz Explosive Energy Mix launches nationwide Tailgate Tour**

***Special performance by HardNox, along with contests and the 2009 ZizZazz Calendar Girl Search***

**WHO:**

ZizZazz Explosive Energy Mix, the most unique energy product on the market, embarks on a 29-city tour throughout North America bringing ZizZazz product and activities to fans via the ultimate Tailgate Tour.

In addition to those activities, fans will enjoy a live performance by Blackground/Universal recording artists HardNox. The alternative, hip-hop duo is best known for the hit song "She'd Rather Be With The DJ."

**ZizZazz representatives will also be on-site and available for any interviews.**

**WHAT:**

Ultimate Tailgate Party - Fans can visit the ZizZazz RV and mingle with the ZizZazz Girls, receive free packets of ZizZazz and participate in games and contests.

The games will be viewable at the tailgate party on either a 20-foot projection screen or plasma television located at the ZizZazz RV. The ZizZazz team will also be accepting entries for the 2009 ZizZazz Calendar Girl Search. Contestants will have their photo taken at the event and then through nationwide on-line voting, 12 winners will be selected. For more information or to cast your vote, please visit [www.tour.zizzazz.com](http://www.tour.zizzazz.com). Contestants must be at least 18 years of age with valid ID.

**SCHEDULE:**

Sunday, August 31		Las Vegas, NV
Monday, September 1		Albuquerque, NM
Thursday, September 4	South Carolina vs. Vanderbilt	Nashville, TN
Saturday, September 6	Miami vs. Florida	Gainesville, FL
Thursday, September 11	North Carolina vs. Rutgers	Piscataway, NJ
Saturday, September 13	Georgia vs. South Carolina	Columbia, SC
Wednesday, September 17	Kansas State vs. Louisville	Louisville, KY
Saturday, September 20	Miami vs. Texas A&M	College Station, TX
Saturday, September 27	Virginia Tech vs. Nebraska	Lincoln, NE
Saturday, October 4	Ohio State vs. Wisconsin	Madison, WI
Thursday, October 9	Clemson vs. Wake Forest	Winston Salem, NC
Saturday, October 11	Tennessee vs. Georgia	Athens, GA
Thursday, October 16	Florida State vs. NC State	Raleigh, NC
Saturday, October 18	Michigan vs. Penn State	University Park, PA

Tuesday, October 21	Ohio vs. Temple	Philadelphia, PA
Thursday, October 23	Auburn vs. West Virginia	Morgantown, WV
Saturday, October 25	Michigan State vs. Michigan	Ann Arbor, MI
Tuesday, October 28	Buffalo vs. Ohio	Athens, OH
Thursday, October 30	South Florida vs. Cincinnati	Cincinnati, OH
Saturday, November 1	Wisconsin vs. Michigan State	East Lansing, MI
Tuesday, November 4	Miami vs. Buffalo	Buffalo, NY
Thursday, November 6	Maryland vs. Virginia Tech	Blacksburg, VA
Saturday, November 8	Southern Miss vs. UCF	Orlando, FL
Saturday, November 15	Boston College vs. Florida State	Tallahassee, FL
Tuesday, November 18	Northern Illinois vs. Kent State	Kent, OH
Wednesday, November 19	Ball State vs. Central Michigan	Mt. Pleasant, MI
Saturday, November 22	Michigan vs. Ohio State	Columbus, OH
Thursday, November 27	Texas A&M vs. Texas	Austin, TX
Friday, November 28	LSU vs. Arkansas	Little Rock, AR
Saturday, November 29	Auburn vs. Alabama	Tuscaloosa, AL
Wednesday, December 3	Middle Tennessee vs. LA-Lafayette	Lafayette, LA
Saturday, December 6	USC vs. UCLA	Pasadena, CA

**OTHER:**

ZizZazz Explosive Energy Mix exploded on the scene with the announcement of co-owner and spokesman, hip-hop artist NELLY. ZizZazz, which comes in four great tasting flavors, is packaged conveniently in portable single-serving sticks. The mix is quickly becoming the energy mix of choice, outselling other energy drinks and shots. ZizZazz gives all-day energy with less than one gram 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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**For media information, please contact:**

Alissa Kelly/Laura Herlovich  
PR Plus  
(702) 696-1999  
[Alissa@prpluslv.com](mailto:Alissa@prpluslv.com) / [laura@prpluslv.com](mailto:laura@prpluslv.com)