



## **FOR IMMEDIATE RELEASE**

### **Jesse McCartney partners with ZizZazz Explosive Energy Mix becoming an owner in the fast paced start-up**

**LAS VEGAS – October 30, 2008** – ZizZazz Explosive Energy Mix confirmed today that pop sensation and actor Jesse McCartney will become part of the ZizZazz ownership team. McCartney joins others, including artist Nelly, representing ZizZazz. The energy mix company has experienced fast-paced growth in the energy product market and continues to add more retailers to its distribution line worldwide.

“ZizZazz is taking off globally and I’m extremely stoked to be a part of the growth. It totally keeps me going as I move between my crazy touring and filming schedules.” said McCartney.

In support of his new partnership, McCartney made a special appearance earlier this month at the ZizZazz booth during the NACS event in Chicago. The singer signed autographs and took photos with fans.

“Jesse’s winning attitude is a perfect match with the ZizZazz team and he adds an exciting fresh new appeal to our younger demographic. We’re thrilled to announce this new partnership and look forward to a very successful venture for all of us,” said ZizZazz President Amberly Quaintance.

With his involvement, McCartney will appear in television commercials, becomes a voice for 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 Jesse McCartney**

Pop singer and actor Jesse McCartney was a child performer dynamo, joining his first boy band, a feat that came at the age of 12, Dream Street. The band scored a platinum album with their self-titled debut before spinning off the career of McCartney. In 2004, McCartney finished up work on his first solo full-length *Beautiful Soul* (2004) was the album's title track and lead single, and its smooth blend of pop/rock sensibilities punched up with R&B inflections and danceable beats proved to be a template for the record itself. The album peaked at number 15 on the Billboard 200. McCartney returned in 2005 with a live album documenting his Soul tour. *Right Where You Want Me*, McCartney's sophomore effort, arrived in fall 2006. After co-writing with such in-demand producers as Sean Garrett, J.R. Rotem, the Clutch, and others, McCartney released his third album, *Departure*, in 2008. He also co-wrote Leona Lewis' mega-hit "Bleeding Love" alongside Ryan Tedder, the front man of OneRepublic. - Johnny Loftus, All Music Guide  
For more information on Jesse McCartney, please visit his official website at [www.jessemac.com](http://www.jessemac.com).

#### **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, D 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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