



**Contact:** LeAnn Boucher  
Career Sports & Entertainment  
770-955-1300  
[lboucher@careersports.com](mailto:lboucher@careersports.com)

Leslie F. Schwartz  
National Director, Media Relations  
Juvenile Diabetes Research Foundation  
212-479-7553 or [lschwartz@jdrf.org](mailto:lschwartz@jdrf.org)

## **WHITE HAT BRANDS, JUVENILE DIABETES RESEARCH FOUNDATION OFFER THE 'JUICE' ON NEW PARTNERSHIP**

***Makers of Dog On It! Fortified Juice Beverages for Kids Pledges  
Up to \$650,000 For Type 1 Diabetes Research***

ATLANTA (March 5, 2008) – White Hat Brands, the makers of *Dog On It!* fortified juice beverage for kids, announced today the launch of a three-year partnership with the Juvenile Diabetes Research Foundation International (JDRF), the world's leading charitable funder of type 1 diabetes research.

As part of this milestone relationship, White Hat Brands is pledging up to \$650,000 through 2010 in cash and product donations as a children's beverage partner of JDRF. The partnership is based on White Hat's popular, award-winning flagship beverage brand. Made with all natural ingredients, *Dog On It!* fortified juice beverages for kids contains calcium, vitamins, A, B, C, D, E and other essential nutrients – without the addition of excess sugar or high fructose corn syrup found in many other leading kids' beverages. The product line includes five fruit flavor varieties packaged in 8-ounce portion-controlled plastic recyclable bottles, and can be found in major grocery chains throughout the Northeast for an average retail price of \$3.99 per 6-pack.

"This is a logical relationship, since promoting the health and wellness of kids and providing sensible beverage choices for families is a top priority for both White Hat Brands and JDRF," said Kevin P. Quirk, CEO, White Hat Brands LLC. "We are proud to align with JDRF in our common goal of

supporting research to find a cure for diabetes and providing beverage alternatives to those with special dietary needs and anyone seeking healthier beverage options.”

JDRF in turn is partnering with the *Dog On It!* line of juices in several ways. In addition to displaying its logo on all *Dog On It!* packaging, JDRF will give White Hat Brands the opportunity to offer samples of *Dog On It!* products at a host of JDRF outreach and “Walk to Cure Diabetes” events nationwide, beginning this spring. Additionally, both organizations will be collaborating to spread the word of their partnership through joint publicity efforts and promotional programs to be executed at select retail outlets.

We are extremely grateful to White Hat Brands for their strong commitment to helping JDRF find a cure for type 1 diabetes, and for their very generous financial contributions and donations for participants at our Walk events,” said Arnold W. Donald, President and CEO of JDRF. “Our singular goal is to find a cure for diabetes and its complications, fast, through research and partnerships with leading corporations like White Hat Brands are an increasingly exciting part of the fundraising efforts that support accelerating the cure.”

**About White Hat Brands** – Atlanta-based White Hat Brands is committed to promoting the health and wellness in children by providing healthy and nutritious products and related services to support healthy eating habits and regular physical activity, especially during the pre-teen years. The company produces a variety of great tasting, fortified juice beverages for kids under the brand *Dog On It!* that are made with all natural ingredients and loaded with calcium and vitamins A, B, C, D, & E – without adding excess sugar or high fructose corn syrup. Visit [www.WhiteHatBrands.com](http://www.WhiteHatBrands.com) for more information. *White Hat Brands*® and *Dog On It!*™ are trademarks of White Hat Brands, LLC.

**About Juvenile Diabetes Research Foundation** - JDRF was founded in 1970 by the parents of children with juvenile diabetes - a disease that strikes children suddenly, makes them insulin dependent for life, and carries the constant threat of devastating complications. Since its inception, JDRF has provided more than \$1.16 billion to diabetes research worldwide. More than 86 percent of JDRF's expenditures directly support research and education about research. JDRF's mission is constant: to find a cure for diabetes and its complications through the support of research. For more information about JDRF please visit <http://www.jdrf.org>.

SOURCE: White Hat Brands, LLC

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