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**WHITE HAT BRANDS EXPANDS MANAGEMENT TEAM AS COMPANY  
GEARS UP TO BRING ITS *DOG ON IT!* FORTIFIED JUICE BEVERAGES TO  
THE RETAIL MARKET**

**Beverage Industry Veterans Don Lux Will Oversee Operations  
and James Skurchak Will Manage National Sales**

ATLANTA, GA, June 5, 2007 – White Hat Brands, an Atlanta-based beverage company committed to kids’ wellness, today announced that it has expanded its management team to support the company’s growth as it prepares to bring its *Dog On It!* multi-vitamin-fortified juice beverages for kids ages 8-12 (“Tweens”) to the retail market. Joining the company are Don Lux, who was named Vice President of Operations, and James Skurchak, who has been named Vice President of Sales.

Lux is based in White Hat Brands’ Atlanta, GA, headquarters while Skurchak will be based in a satellite office in New Jersey to oversee sales in the Northeast, currently one of the company’s primary areas of focus. Both appointments are effective immediately.

“To support our aggressive plans, we have expanded our management team with experienced leaders in operations and sales to support our company’s mission to deliver nutritional beverages to Tweens,” said Kevin P. Quirk, CEO, White Hat Brands LLC. “Both Don and Jim are proven business executives and they have the requisite talent and drive to help us get our new line of *Dog On It!* fortified juice beverage products well established in the retail marketplace.”

James Skurchak is leading the company’s Sales, Channel and Customer Development efforts. Previously, Mr. Skurchak was Director of Sales for National Beverage, where he was a key part of the leadership team that developed Rip-it™ energy drink into the largest warehouse-delivered brand in the industry despite heavy competition. Before joining National Beverage, he was a Senior Manager for the Quaker/Tropicana/Gatorade sales division of PepsiCo. Among his successes over the 10 years he spent there, Mr. Skurchak led the development of the convenience retail channel for Gatorade, the successful launch of Propel Fitness Water and the implementation and management of a large network of brokers throughout much of the country. Mr. Skurchak is a graduate of Fordham University.

Don Lux joined White Hat Brands from Lang Naturals, a full service, private label and corporate brand manufacturer specializing in premium health benefit-driven products, including beverages, bars, supplements and functional foods. Prior to Lang, Mr. Lux served as Vice President of Operations for In Zone Brands where he was responsible for all day-to-day Beverage Operations, Purchasing and Supply Chain Management, including Third Party Manufacturing in China. Prior to that, he held senior positions in operations at Baldwin Richardson Foods and Cliffstar Corporation. Mr. Lux received a BS in Business Administration from Syracuse University.

White Hat Brands' new line of *Dog On It!* fortified juice beverages include Barkin' Berry and Tail Waggin' Orange and were unveiled in May 2007 at the Food Marketing Institute (FMI) trade show in Chicago. These new juice varieties are loaded with calcium, vitamins A, B, C, D, E, minerals and only 80 calories per eight ounce serving – lower than any of the nation's established juice beverages of its kind. All *Dog On It!* beverages contain no high fructose corn syrup, no artificial sweeteners, preservatives, colors or flavors.

#### **About White Hat Brands, LLC**

Atlanta-based White Hat Brands is committed to championing the growing national movement to combat childhood obesity and Type 2 diabetes among pre-teens by providing healthy and nutritious products and related services to support children's healthy eating habits and regular physical activity. The company produces a variety of mid-calorie, multi-vitamin-fortified juice beverages for kids under the brand *Dog On It!* that are nutritious, great tasting and loaded with calcium, minerals and vitamins A, B, C, D, E to promote youth wellness. Look for the brand with the dog on it and visit [www.WhiteHatBrands.com](http://www.WhiteHatBrands.com) for more information. White Hat Brands™, *Dog On It!*™ and *Get Your Dog On!*™ are trademarks of White Hat Brands, LLC.

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