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**WHITE HAT BRANDS INTRODUCES “DOG ON IT!” BRAND
TO MEET PARENTS’ DEMAND FOR NUTRITIOUS
JUICE BEVERAGES FOR KIDS**

**New Trade Marketing Campaign to Emphasize Youth Wellness
to Achieve Foothold in Rapidly Growing Functional Beverage Category**

ATLANTA, GA, May 1, 2007 – White Hat Brands, an Atlanta-based beverage company committed to kids’ wellness, today announced that it is launching a new integrated trade marketing campaign to support the upcoming introduction of its *Dog On It!*[™] juice beverages specifically formulated to help combat childhood obesity and Type 2 diabetes among pre-teens (“tweens”). The new *Dog On It!* juice varieties will be unveiled at the upcoming Food Marketing Institute (FMI) trade show in Chicago in May.

The new campaign will be launched this week to generate beverage industry awareness through a host of synchronized marketing initiatives including an Internet component, trade advertising and trade publicity to reinforce the company’s dedication to promoting healthier, active lifestyles among kids, specifically the tween segment. Reflective of the company’s plans to develop kids’ brands and licensed properties, *Dog On It!*’s central message revolves around a sunglass-toting company spokesdog, “Browser,” and a single call-to-action to engage kids: “Get your dog on!” The campaign is the result of more than 10 months of market research and hundreds of hours of focus group studies with children, ages 8-12, and parents.

“White Hat Brands and our new line of *Dog On It!* products promote children’s wellness, physical activity and positive attitude – three important things that, according to research, are effective in fighting childhood obesity and the onset of Type 2 diabetes among tweens,” said Kevin P. Quirk, president and chief executive officer, White Hat Brands, LLC. “Everything we do is designed to engage kids in a clever, healthful yet edgy manner while, at the same time, build credibility and trust among parents who are demanding more nutritious beverages for their kids.”

The company plans to launch two new websites to serve as communications platforms addressing tweens and their parents separately. The first site, www.GetYourDogOn.com, will inspire kids to be physically active and to eat right through a unique combination of animation, video and other interactive features that highlights their peers’ achievements

in a tone reflective of their increasing independence and ambition. The second site is under development and is being designed for parents to equip them with important nutritional lessons and other lifestyle-oriented information to help their kids improve their eating habits and to be active.

Ultimately, White Hat Brands aims to become a wellness brand that reaches beyond store shelves and encompasses universal themes like promoting children's health and physical activity, building self-confidence, recognizing exceptional dedication and achievement among today's youth.

The campaign coupled with the launch of *Dog On It!* in May represents the first phase of a comprehensive marketing plan White Hat Brands is rolling out. Its new product line will initially feature two flavors 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 and no artificial 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 health and wellness. Look for the brand with the dog on it and visit 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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