



FOR IMMEDIATE RELEASE

Contacts: Alfred Leach, (212) 481-2826; al@LeachCommunications.com
Chris Olivier, (800) 747-0912 x 704; colivier@WhiteHatBrands.com

***DOG ON IT!* MEETS KIDS' NUTRITIONAL NEEDS
JUST IN TIME FOR BACK TO SCHOOL**

**Nation's First Fortified Juice Beverage for Tweens
Makes Its Debut in Metro New York City and Online;**

**"Basic Changes in Kids' Diet Can Yield Big Results"
and Put Parents' Concerns at Ease**

NYC METRO, Sept. 10, 2007 – As medical experts and the media continue to report on the growing epidemic of childhood obesity and type-2 diabetes among pre-teens -- largely attributed to their excessive consumption of sugar-laden beverages often sweetened with high fructose corn syrup and a lack of regular physical activity -- concern is mounting among parents and health officials over the long-term health implications of these trends. Doing its part, White Hat Brands, a new company committed to youth wellness, is launching *Dog On It!* -- the nation's first multi-vitamin fortified juice beverage specifically created for kids 8-12 ("tweens") -- in metropolitan New York City and online at www.WhiteHatBrands.com just in time for back to school.

Contrary to other beverages tweens consume, *Dog On It!* is specially produced with only 80 calories and under 20 grams of natural sugar per 8-ounce serving -- lower than any of the nation's established juice beverages of its kind. *Dog On It!* is the healthy alternative parents have been looking for.

"The entry of fortified beverages like *Dog On It!* can have a real impact in the fight against leading children's health issues like obesity," says Dr. Kenneth E. Thorpe, Chair of the Health Policy and Management Department of the Rollins School of Public Health at Emory University. "Healthier food and beverage choices coupled with greater attention to physical fitness are what today's youth need and White Hat Brands is among a new breed of companies making products to promote kids' wellness."

While White Hat Brands is committed to providing kids with alternative beverages which can help in the fight against childhood obesity and the increasing threat of type-2 diabetes by minimizing the sugar and caloric content of its products, the company believes brands like *Dog On It!* must deliver greater benefits than reduced sugar and calories alone. For this reason, White Hat has fortified *Dog On It!* with a host of nutrients to make the most of the calories kids are consuming when they reach for it.

"Our goal is to earn the trust of parents seeking healthier beverage alternatives for their kids and to make a marked difference in the lives of kids by delivering nutritious, great-tasting products with a positive message," states Kevin P. Quirk, CEO of White Hat Brands, LLC, maker of *Dog On It!*. "We believe basic changes in kids' diets and lifestyles can yield big results for their

overall health and can have a profound positive impact on their outlook and attitude. White Hat Brands is committed to this goal. We encourage parents to visit our website, read the back of our label and hold us to the mission at hand. We challenge kids to give *Dog On It!* a try and see for themselves just how good something healthy can taste and feel.”

Excellent Nutrition Source

According to Food & Drug Administration guidelines, *Dog On It!* fortified juice beverages are excellent sources of calcium and contain extra vitamins A, B, C, D, E and minerals. All *Dog On It!* beverages contain no high fructose corn syrup, no artificial sweeteners, preservatives, colors or flavors. The product is being introduced in two flavors: Barkin’ Berry and Tail Waggin’ Orange, both with identical nutritional value. In an effort to reinforce the importance of portion-control and deliver convenience to on-the-go families, the company is launching *Dog On It!* in 8-ounce single-serve bottles.

Benefits to Kids’ Wellness

From the vitamins and minerals found in *Dog On It!*, the benefits to kids include promotion of healthy digestion, strong bone and teeth formation and growth, immune system support, protection from environmental contaminants, and healthy heart, nerve and muscle development among other benefits. However, as robust as 8-ounces of *Dog On It!* may be, the product is meant to complement rather than replace other sources of vitamins kids consume every day.

“We’re not suggesting drinking *Dog On It!* alone is all your child needs as part of their daily diet,” adds Mr. Quirk. “It’s all about maintaining a balanced diet and lifestyle – and *Dog On It!* was created as a good choice when kids reach for juice beverages.”

Dog On It! is now available in all Kings Super Markets in New Jersey and Long Island and, beginning this month, will be available in Manhattan through Associated Super Markets, Met Food Markets, and Pioneer Super Markets, as well as in Connecticut through Big Y Super Markets.

During the back to school period and into October, a series of promotional events are planned in metro New York City, New Jersey and Connecticut to give kids and parents the opportunity to learn more about *Dog On It!* and White Hat Brands. Starting today, parents can also order *Dog On It!* online at www.WhiteHatBrands.com, where other important details about *Dog On It!*’s nutritional benefits may also be found.

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 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.

#