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**RETAILERS STOCK UP ON *DOG ON IT!*
DURING THE BUSY BACK TO SCHOOL PERIOD**

**Nation's First Fortified Juice Beverage For Tweens
Makes Its Debut In Metro New York City, New England And Online;**

**Retailers Responding To Consumers' Increasing Demand
For Healthier Food and Beverage Alternatives**

ATLANTA, Oct. 3, 2007 – White Hat Brands, a beverage company committed to youth wellness, announced today that its new *Dog On It!* product line -- the nation's first mid-calorie, multi-vitamin fortified juice beverage specifically created for kids 8-12 ("tweens") – is making its retail debut in metropolitan New York City, New England and online via the company's website, www.WhiteHatBrands.com.

Dog On It! fortified juice beverages are available in Kings Super Markets' 26 store locations throughout Northern New Jersey and Long Island and in Manhattan through Associated Super Markets, Met Food Markets and Pioneer Super Markets. In New England, Big Y Foods is carrying *Dog On It!* in each of its 55 super market locations throughout Northern Connecticut and Massachusetts.

Following its unveiling at FMI in May, retail interest in *Dog On It!* has been strong and reflects consumers' growing demand for enhanced beverages expected to generate industry sales of more than \$46.3 billion in 2007 and \$53.9 billion by 2010.

"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 by providing parents and kids products that – ounce for ounce – represent healthier choices," says Dr. Kenneth E. Thorpe, Chair of the Health Policy and Management Department of the Rollins School of Public Health at Emory University. "Food and beverages containing more nutrients but less sugar and calories than what's out there, 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."

"Retailers we've met with see *Dog On It!* as an opportunity to underscore their commitment to bringing best-in-class, nutritious products to their community," says Kevin P. Quirk, CEO, White Hat Brands. "They tell us of the pent-up demand for healthier alternatives like *Dog On It!*."

Forget about the glaring lack of nutritional value in the leading juice drinks, our product contains about 25% less sugar than 100% juice *and* abundantly more nutrients. We feel confident we have the right product at the right time to give parents what they're looking for and make a marked difference in the lives of kids. We're looking for those retailers who share our vision."

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 created *Dog On It!* to be a good choice of juice beverage for kids. Contrary to other beverages tweens consume, *Dog On It!* is specially formulated to meet the taste preferences and nutritional requirements of kids ages 8-12. Each 8-ounce serving contains only 80 calories and under 20 grams of natural sugar -- lower than any of the nation's established juice beverages of its kind. And, according to Food & Drug Administration guidelines, *Dog On It!* is an excellent source of calcium and contains 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 and come in 8-ounce single-serve bottles to encourage portion control.

"We're not suggesting drinking *Dog On It!* alone is all your child needs as part of their daily diet," adds Mr. Quirk. "There are no silver bullets out there. It's all about maintaining a balanced diet and lifestyle -- and *Dog On It!* was created as a healthier choice when kids reach for juice beverages."

Dog On It! currently comes in two flavors -- "Barkin' Berry" and "Tail Waggin' Orange."

During the back to school period, White Hat Brands is planning a series of sampling events and brand promotions in New York City, New Jersey, Connecticut and Massachusetts. *Dog On It!* may also be ordered online via the company's website, www.WhiteHatBrands.com.

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*TM, *Dog On It!*TM and *Get Your Dog On!*TM are trademarks of White Hat Brands, LLC.

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