



FOR IMMEDIATE RELEASE

Contact: LeAnn Boucher
Career Sports & Entertainment
770-955-1300
lboucher@careersports.com

**WHITE HAT BRANDS TAKES
DOG ON IT! FORTIFIED JUICE BEVERAGE FOR KIDS
TO NEW HEIGHTS**

Shaw's, ShopRite, Pathmark and Others Among First to Carry New Package

ATLANTA (March 25, 2008) – White Hat Brands, the makers of *Dog On It!* fortified juice beverage for kids, announced today the launch of three new flavors, bringing the expanded product line to five all natural, fruit-filled beverages. Shaw's, ShopRite and Pathmark, new distribution outlets in the Northeast for *Dog On It!*, will be among a host of leading retailers to introduce the brand in the weeks to come.

Kiwi Watermelon, Strawberry Lemonade and Tropical Tangerine join Berry Punch and Orange Splash in filling out the *Dog On It!* line-up. All five flavors boast a refreshed package design to complement the new fruit flavors and the addition of the Juvenile Diabetes Research Foundation International (JDRF) logo marking the newly announced partnership with White Hat Brands.

Made with all natural ingredients, *Dog On It!* fortified juice beverages are loaded with calcium, vitamins A, B, C, D, E and other essential nutrients – without all the excess sugar and high fructose corn syrup that may be found in other leading kids' beverages. The product can be found in major grocery chains throughout the Northeast for an average retail price of \$3.99 per

6-pack of 8-ounce portion-controlled recyclable plastic bottles. Consumers can expect to find *Dog On It!* this spring on the shelves at Shaw's, ShopRite, Pathmark, Big Y, Kings, and Foodtown to name a few.

"As kids' taste preferences evolve and parents demand even more healthier beverage alternatives, offering *Dog On It!* to their customers makes perfect sense to forward-thinking retailers, like Shaw's and ShopRite", said Kevin Quirk, CEO, White Hat Brands. "These retailers understand that kids' health issues are worsening, and, working together, we can be part of the solution. *Dog On It!* is a unique product that offers kids bold fruit flavors and parents a healthier choice versus many leading kids' drinks that are loaded with sugar and low on nutritional value."

White Hat Brands focuses on kids' health and wellness by providing parents with smart and nutritious beverage alternatives for their children. To underscore that commitment, strategic partners include the JDRF, the world's leading supporter of medical research on type 1 diabetes and related complications, and the American Camp Association, a network of nearly 2,500 camps nationwide whose purpose is to promote human development and enrich the lives of children through the camp experience.

About White Hat Brands – Atlanta-based White Hat Brands is committed to promoting the health and wellness of 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 for more information. *White Hat Brands*® and *Dog On It!*™ are trademarks of White Hat Brands, LLC.

SOURCE: White Hat Brands, LLC