

**HIGH VOLTAGE BEVERAGES LLC
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FOR IMMEDIATE RELEASE

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HIGH VOLTAGE BEVERAGES APPOINTS CASCADIA CONSULTING GROUP'S

BILL SIPPER AS PRESIDENT

FOUNDER OWEN RYAN TO HEAD WORLDWIDE COMMUNICATIONS

FORMER VOSS AND REEDS SALES MANAGER TO RUN NORTHEAST

September 7, 2008 (Charlotte, NC) — High Voltage Beverages LLC, manufacturer, distributor, and marketer of Volt® High Energy Electrolyte Replacement Carbonated Soft Drinks and Sports Drinks has appointed Cascadia Consulting Group's Bill Sipper as President. Sipper has held key management positions with brands like Evian®, Nantucket Nectars®, Fresh Samantha®, and Naked Juice®.

Founder Owen Ryan will be staying in the capacity of Founder and Executive Vice President of Worldwide Brand Communications. Mr. Ryan brings over two decades of high visibility experience in marketing and new product development for such companies as Anheuser Busch, Kraft, and Cadbury..

"I am very excited to be working with a cutting edge, in your face product like Volt and increasing distribution and awareness", says Sipper. Volt® Carbonated Soft Drinks targets the Mt. Dew® consumer with a high caffeine, ginseng, guarana, and taurine enhanced soda which states, "When Dew Don't Do it" while Volt®'s sports drink targets the Gatorade® and Vitamin Water® consumers.

"I have been working on this since 1997 and I am very excited to be taking this next leap forward" states Owen Ryan. "Consumers love the taste, ingredients, and look of Volt® and I am happy to watch the team come together like this. Given the chance I think we will outsell Mt. Dew® and Gatorade® on an equal footing and on a one to one basis."

Brian Jacoby has also joined the Volt® team as North East Sales Manager. Before joining Volt Brian held senior sales positions at Reeds Ginger Brew (NASDAQ: REED) and Voss.

About High Voltage Beverages.

High Voltage Beverages, headquartered in Charlotte, NC, manufactures and distributes high energy electrolyte replacement carbonated soft drinks and sports drinks under the Volt® brand.

