



OL' GLORY

AMERICA'S ENERGY DRINK

The Story Behind Ol' Glory

Ol' Glory has been tested for over a year in metro Oklahoma City and the results were excellent! In the all-important C-Store channel for energy drinks, the Ol' Glory 16-oz can became the best selling energy drink item in the 108 7-Eleven stores. In addition, overall sales trends continue at double-digit growth and retailers have requested a sugar-free version to meet growing consumer interest in Ol' Glory without the calories.

Why Ol' Glory Has Been Successful

Ol' Glory has been successful for two primary reasons—Taste and Price. Ol' Glory has a smooth, easy-to-drink flavor, yet does not sacrifice on the key ingredients that people look for in an energy drink. In fact, Ol' Glory's key ingredients are comparable to other leading energy drinks:

	Ol' Glory	Red Bull	Monster	Rock Star
Calories	110	110	100	140
Vitamin B12*	100%	80%	100%	100%
Taurine	1000mg	Yes**	1000mg	1000mg
Caffeine	80mg	Yes**	Yes**	80mg
Guarana	25mg	N/A	Yes**	25mg
Ginseng	25mg	N/A	200mg	25mg
Typical Retail 16-oz Can	 99¢	\$3.99	\$2.49	\$2.49

*Percentage of daily value **Listed as ingredient, quantity not noted

Ol' Glory Value Proposition

Consumers have recognized in the test market that they can enjoy the great taste of Ol' Glory, along with the energy boost they expect from an energy drink, without paying the high prices of many other leading brands. Particularly in our current economy, many drinkers like the fact that they can often purchase two 16-oz cans of Ol' Glory for less than the price of one similar serving of other leading brands.

Why Ol' Glory Makes Sense For Your Organization

Ol' Glory addresses the value conscious drinker not currently marketed to by other leading brands, while providing competitive profit margins. In addition, Ol' Glory's support of the military men and women through Operation Homefront is an excellent tie-in to generate goodwill in your community, increase Ol' Glory sales, and most importantly, help this worthy cause. For more information please visit our website www.olglory.com.