

Csurge™

ENERGY ★ IMMUNITY POWER SHOT



FEEL IT IN YOU™



TABLE OF CONTENTS

PRODUCT INFO

PRODUCT LABEL

PROFIT CENTER

EVENTS, ATHLETE ENDORSEMENTS & SPONSORSHIPS
(4th OF JULY EVENT, INNOVATIVE MARKETING,
ATHLETE ENDORSEMENTS, COLLEGE CAMPUS TOUR "ALPHA TAU OMEGA")

MARKET GROWTH

COMPETITIVE ANALYSIS

MEDIA & ADVERTISING
(SAMPLE ADS, INTERACTIVE WEB, MEDIA SPEND & SUMMARY)

SPECIFICATIONS/ PRICE SHEET



FEEL IT IN YOU™

CsurgeTM

HEALTHY ENERGY DEFENSE YOU CAN FEEL!

GREAT-TASTING LEMON LIME

- Energy Super Blend
- 1,000 mg Vitamin C
- B Vitamin Complex
- Antioxidant Blend
- Electrolyte Mix
- Trace Minerals
- No Artificial Colors, Flavors, or Sweeteners

COMING SOON...



FEEL IT IN YOUTM

Csurge™



FEEL IT IN YOU™

Csurge™

Tamper Evident
Do not use if seal is broken

FEEL IT IN YOU™

FEEL IT IN YOU™

△
TWIST CAP
△

FEEL IT IN YOU™

GREAT-TASTING LEMON LIME

Shake well prior to use.

For Max Energy: Drink entire bottle at one time.

For Moderate Energy: Drink a half bottle or less. Reseal product and use or discard within 24 hours after opening.

Caution: Do not use this product if you are pregnant or nursing or have a medical condition. Contains about as much caffeine as a cup of coffee. Limit caffeine products to avoid nervousness, sleeplessness, and occasionally rapid heartbeat.*

Not for use by children under 12 years of age.

Refrigeration not necessary.

Distributed by **CSURGE™**

Irvine, CA 92714

949-833-7884 www.csurge.com

Made in USA

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



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Csurge™

MAX

ENERGY ★ IMMUNITY

POWER SHOT

- Energy Super Blend
- 1,000mg Vitamin C
- B Vitamin Complex
- Antioxidant Blend
- Electrolyte Mix
- Trace Minerals

GREAT-TASTING LEMON LIME

2.0 fl. oz (70 mL)

No Artificial Colors, Flavors or Sweeteners

No Artificial Colors, Flavors or Sweeteners

Supplement Facts

Serving Size: 2 fl.oz.

Servings Per Container: 1

Amount Per Serving
Calories 20

		% Daily Value*
Total Fat	0 g	
Total Carbohydrates	5 g	1%
Natural Sugars	5 g	†
Vitamin C (as Ascorbic acid)	1,000 mg	1000%
Vitamin B1 (as Thiamine HCL)	375 mcg	25%
Vitamin B2 (as Riboflavin)	425 mcg	25%
Vitamin B3 (as Niacinamide)	20 mg	100%
Vitamin B5 (as Calcium pantothenate)	1 mg	10%
Vitamin B7 (as Pyridoxine HCL)	25 mg	1250%
Vitamin B9 (as Folic acid)	400 mcg	100%
Vitamin B12 (as Cyanocobalamin)	500 mcg	8332%
Proprietary Energy Blend	150 mg	†
Caffeine, Ginseng, Yerba Mate, Green Tea		
Proprietary Antioxidant Blend	50 mg	†
Wild Blueberry extract, Grape and Grapeseed extract, Raspberry and Raspberry Seed extract, Cranberry powder, Prune powder, Tart Cherry powder, Wild Bilberry extract, Strawberry powder		
Electrolyte Complex	50 mg	†
Trace Mineral Complex	50 mg	†

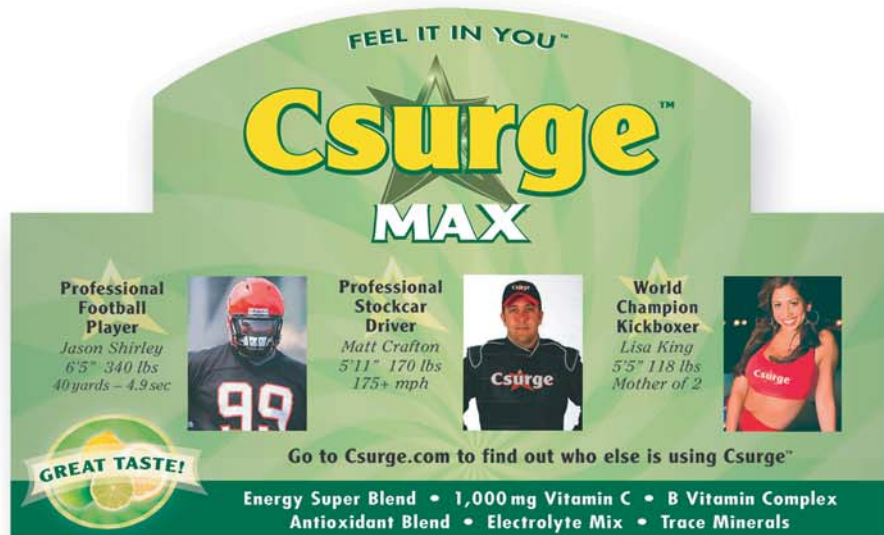
*Percentage Daily Values based on a 2000 calorie diet. † Daily value not established

Other Ingredients: Purified Water, Fructose, Natural Lemon Lime Flavor, Natural Flavors, Citric Acid, Potassium Sorbate (as a preservative).

FEEL IT IN YOU™

POWERFUL POINT OF SALES

*Exclusive Athlete Endorsements
will Help Promote Sales*

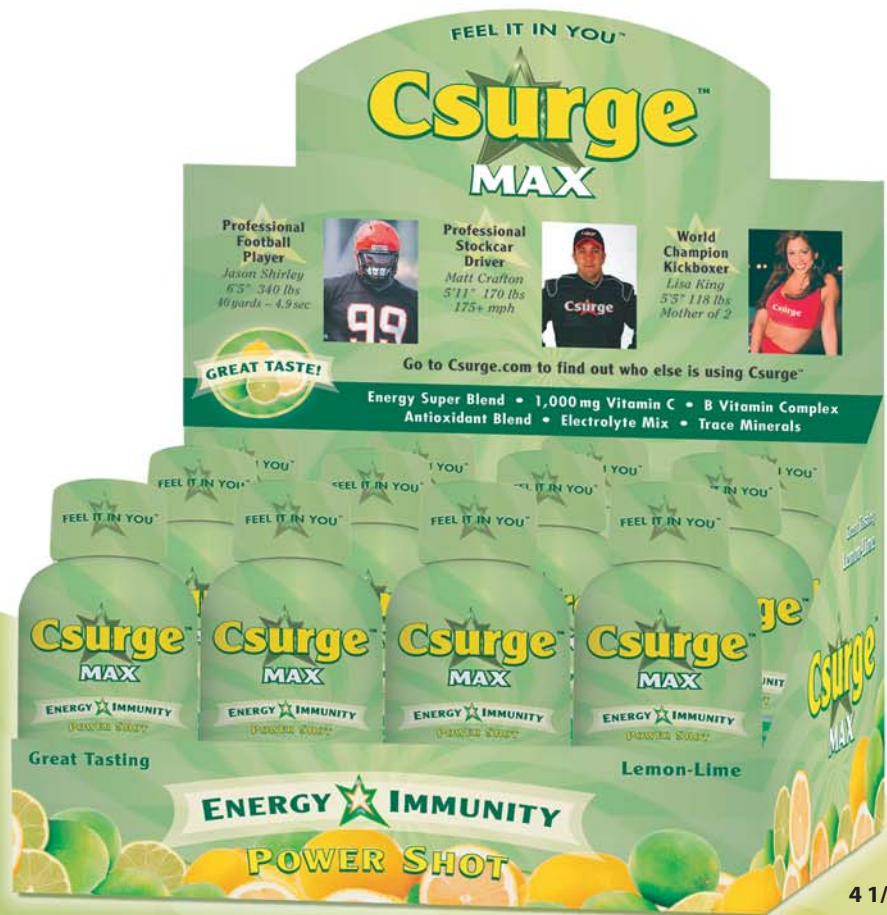


CSURGE 12pk PROFIT CENTER

Retail = \$35.88

Wholesale = \$21.48

Profit = \$14.40



6 7/8"

4 1/2"

5 1/2"



Csurge™

EVENTS • ATHLETE ENDORSEMENTS • SPONSORSHIPS

FEEL IT IN YOU™

Csurge™
MAX

ENERGY ★ IMMUNITY
POWER SHOT

- Energy Super Blend
- 1,000mg Vitamin C
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- Trace Minerals

AT-TASTING LEMON LIME

2.0 fl. oz (60 mL)

Colors, Flavors or Sweeteners

FEEL IT IN YOU™

Csurge™



4th of July Event
Huntington Beach, CA



**INNOVATIVE MARKETING
THAT DELIVERS!**



Events • Sponsorships • Sports Celebrities • Print & Broadcast

Marketing & Media Support

- Grass roots events at colleges, sporting and social functions.
- Celebrity endorsements, signings, and presence at major events.
- Sponsorships at high visibility events/functions.
- Coverage in daily, weekly, monthly publications, interactive and broadcast.
- In-Store Promotions and POS Displays.



Lisa King
Champion Kickboxer

Matt Spanos
Miami Dolphins

Jason Shirley
Cincinnati Bengals



Csurge Girls on Pier



Csurge Athletes with Troops

4th of July Event • Huntington Beach, CA



EXCLUSIVE ATHLETE ENDORSEMENTS!

Professional Football

Gerard Lawson - Cleveland Browns
Dennis Haley - San Francisco 49ers
Junius Coston - Green Bay Packers
Edell Shepherd - Denver Broncos
Jason Shirley - Cincinnati Bengals
Charles Ali - Cleveland Browns
Matt Spanos - Miami Dolphins
Jason Trusnik - New York Jets
Jason Jones - Buffalo Bills

Professional Racing

Matt Crafton - Craftsman Truck Series

Arena Football

Mike Brown - Philadelphia

Canadian Football

Dwayne Carpenter - Calgary
Jamal Robertson - Toronto
Scott Mitchell - Hamilton
Ken Simonton - Calgary

Fighters

Lisa King - Muay Thai
Champion Kickboxer

- Events
- Sponsorships
- Sports Celebrities
- Print & Broadcast

FEEL IT IN YOU™



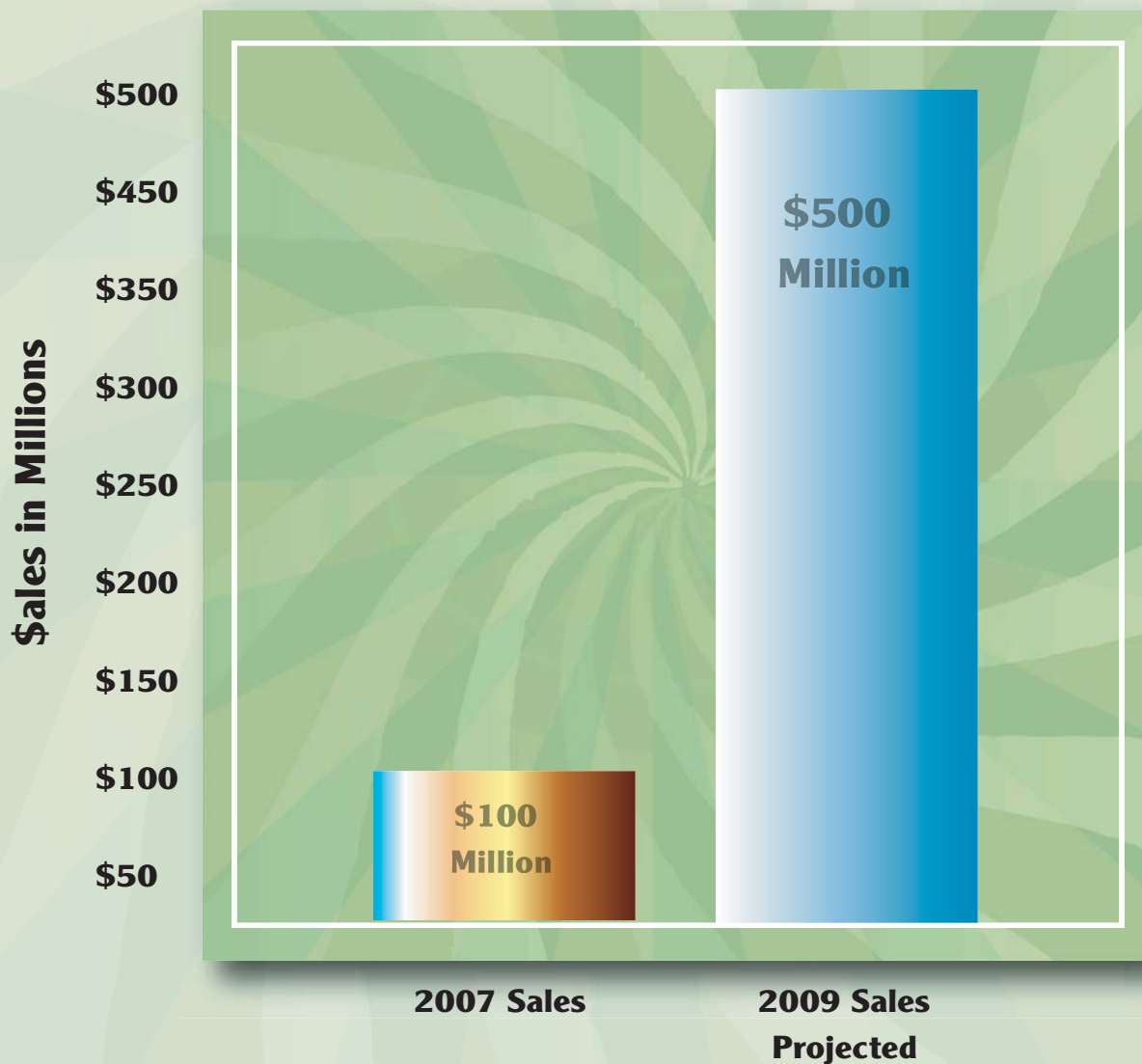


College Campus Tour Alpha Tau Omega 2008-2009





GROWING ENERGY SHOT MARKET



\$500 MILLION DOLLARS PROJECTED

Csurge™

Compare for Yourself!



	Other Leading Energy Shots	CSURGE™
Energy Blend	✓	✓
1000 mg Vitamin C	No	✓
Full B Vitamin Complex	No	✓
Antioxidant Blend	No	✓
Electrolyte Mix	No	✓
Trace Minerals	No	✓
Great Taste!!!	No	✓
Non-Flushing Niacin	No	✓
Pro Athlete Endorsements	No	✓
No Artificial Sweeteners	No	✓
No Artificial Flavors	No	✓

GREAT TASTE!

Look Familiar?



HEALTHY ENERGY DEFENSE YOU CAN FEEL!

GREAT-TASTING LEMON LIME

- Energy Super Blend
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Csurge[™]



SAMPLE
AD

Co-op and In-Store Circular Advertising



ENERGY + IMMUNITY

Csurge™

Energy Super Blend
1,000 mg Vitamin C
B Vitamin Complex
Antioxidant Blend
Electrolyte Mix
Trace Minerals

GREAT TASTE!



FEEL IT IN YOU™

Csurge™ MAX

ENERGY + IMMUNITY
POWER SPORT

- Energy Super Blend
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- Trace Minerals

GREAT-TASTING LEMON LIME
2.0 FL. OZ. (60 mL)

No Artificial Colors, Flavors or Sweeteners

Csurge™

ENERGY + VITAMIN C

Energy Super Blend
1,000 mg Vitamin C
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GREAT TASTE!



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ENERGY + VITAMIN C
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COME CHECK OUT OUR WEBSITE!!

www.**Csurge**.com

Csurge[™]

ENERGY IMMUNITY
POWER SHOT

LEARN MORE
CONTACT US
BUY IT NOW

GREAT TASTE!

CSURGE CSPACE
CSURGE EVENTS
CSURGE ATHLETES

Csurge
MAX
ENERGY IMMUNITY
POWER SHOT

FEEL IT IN YOU[™]

Csurge Girls

Viva La Vida
playlist.com

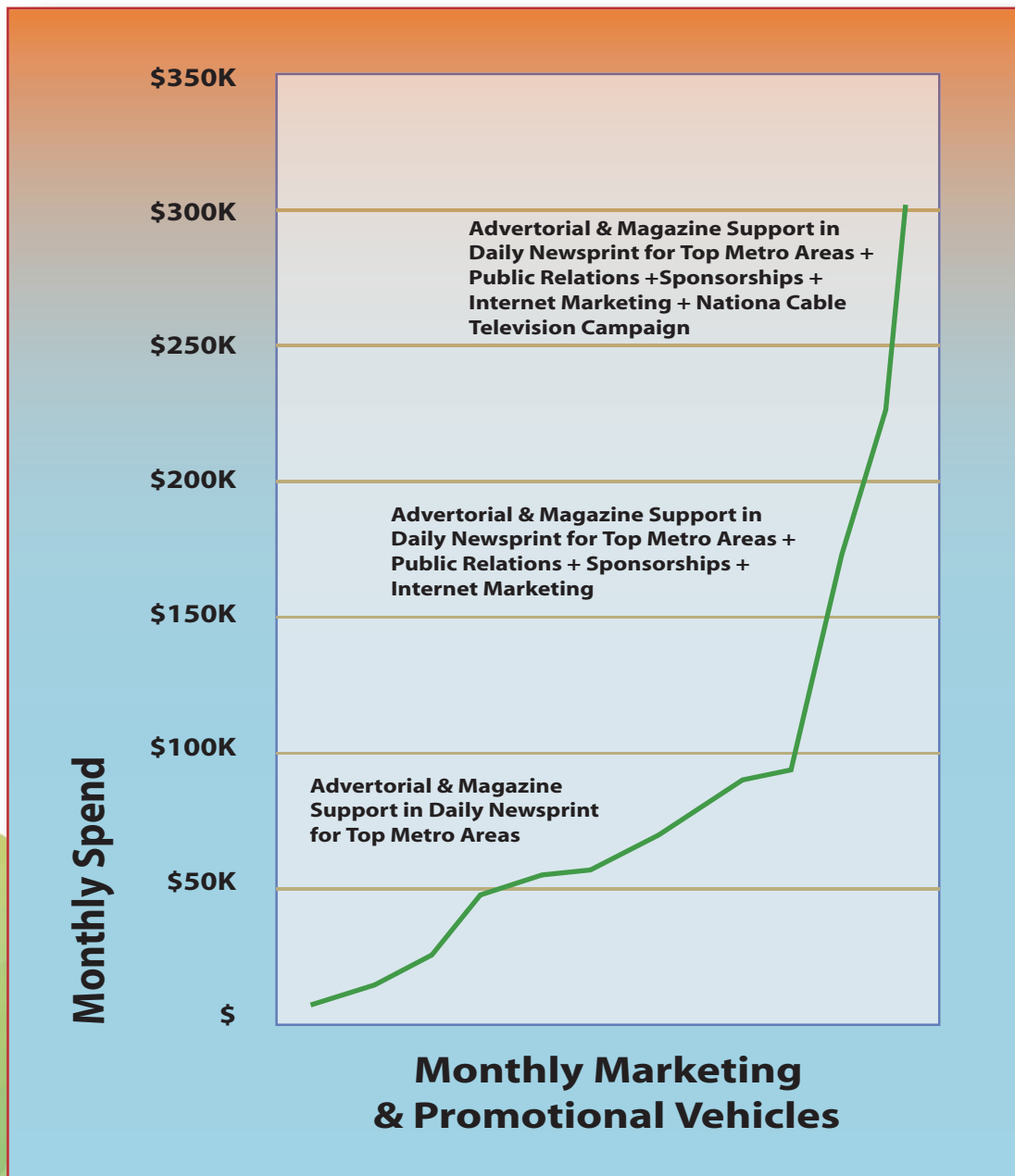
My Hero -- Foo Fighters
Believe -- The Bravery
Viva La Vida -- Coldplay

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FEEL IT IN YOU[™]



\$ Million Dollar Promotional Build 2008-2009





Drive Sales at Retail



FEEL IT IN YOU™

A small, red, five-pointed star with a yellow outline, identical in style to the larger stars in the diagram, is positioned to the left of the text.



MASTER PRICE SHEET

CSURGE MAX - Lemon-Lime (2.0 oz)

Item UPC	Case UPC	Product Description	Item No.	Size	Master Pack	TI/Hi	MSRP	Item W/S Cost	Case W/S Cost
8-11038-01232-9	5-08-11038-01232-4	Csurge Max Lemon-Lime Shot (2 oz)	801232	2.0 oz	48	16/15 High	\$2.99	\$1.79	\$85.92
8-11038-01237-4	5-08-11038-01237-9	Csurge Max Lemon-Lime Shot (2 pk)	801237	2-2.0 oz	24	16/15 High	\$5.49	\$3.29	\$78.96
8-11038-01242-8	5-08-11038-01242-3	Csurge Max Lemon-Lime Shot (6 pk)	801242	6-2.0 oz	8	16/15 High	\$15.99	\$9.59	\$76.72

					Case Wt (lb)	Case Cube	Item Wt (oz)	12pk Carton Dimensions (inches)	Item Dimensions (inches)
8-11038-01232-9	5-08-11038-01232-4	Csurge Max Lemon-Lime Shot (2 oz)	801232	2.0 oz	7.50	0.25	2.4 oz	5 1/2 x 4 1/4 x 3 1/2	1 1/2 x 1 1/2 x 3 1/4
8-11038-01237-4	5-08-11038-01237-9	Csurge Max Lemon-Lime Shot (2 pk)	801237	2-2.0 oz	8.00	0.25	9.0 oz	5 1/2 x 4 1/4 x 3 1/2	3 x 1 1/2 x 3 1/2
8-11038-01242-8	5-08-11038-01242-3	Csurge Max Lemon-Lime Shot (6 pk)	801242	6-2.0 oz	8.00	0.25	15.0 oz	n/a	3 x 4 1/2 x 3 1/4



CSURGE TM

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www.csurge.com