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**Business Services Industry**

# Popularity of Zipfizz™ Leads to Expansion of Corporate Headquarters and Name Change for Company

[Business Wire](#), [May 30, 2006](#)

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MILL CREEK, Wash. -- Enfission, the maker of Zipfizz(TM), a healthy energy/sports drink that is now carried in a majority of Costco's across the United States, announced today that the company has relocated its corporate headquarters to Mill Creek from Bothell. In addition, the company said it would be changing the company's name from Enfission to Zipfizz Corporation.

"We're very excited about the growth in sales for Zipfizz," said Riley Livingston, president and CEO of the privately-held venture. "Zipfizz continues to generate great word of mouth from users and will soon be joined by other products in the Zipfizz family."

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The growth, Livingston said, forced the company to expand its operations to Mill Creek. The facility will house 14,000 square feet of manufacturing space and 6,000 square feet for the company's administrative staff. The new headquarters will be located at 18303 Bothell-Everett Hwy in Suite 140. "The new space will allow us to comfortably expand as the company grows," he added.

Livingston said the company's name change reflects the importance of the Zipfizz brand. "We want all our promotions to revolve around the Zipfizz name," he said. "Renaming the company fits with our corporate strategy. We want everyone to remember the Zipfizz name."

About Zipfizz

did you  
know?

Zipfizz is an all-natural, healthy alternative to popular energy/sports drinks. It comes in a powder and liquid form. The Zipfizz effervescent powder is packaged in a test tube-like, single-serving container. It contains only 10 calories, no sugar, and 2 net carbs. When mixed with 16 to 20 ounces of water, it offers 25 nutritional ingredients, including nine vitamins, eight minerals, electrolytes and antioxidants.

Zipfizz products are available at convenience stores, Costco Wholesales stores and other retailers. For more information, visit <http://www.zipfizz.com>.

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