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Zipfizz(R) Announces Expanded Distribution

February 6, 2008 2:31 PM ET

- Zipfizz now available nationwide at Target, Rite Aid, H-E-B, Bartell Drugs and The Vitamin Shoppe



MILL CREEK, Wash., Feb. 6 /PRNewswire/ -- Zipfizz Corporation, makers of Zipfizz(R), the healthy energy drink mix that has been embraced by professional athletes, Hollywood and the general public, announced today that Target, Rite Aid, H-E-B, Bartell Drugs and Vitamin Shoppe are now carrying the company's flagship product, Zipfizz Healthy Energy Mix.

Rite Aid, Target and H-E-B will all carry the Zipfizz three-pack in citrus and pink lemonade. The Zipfizz Healthy Energy Drink Mix is packaged in a test tube-like, single-serving container, and 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. The Vitamin Shoppe will carry the Zipfizz 20-pack in pink lemonade and citrus flavors.

Bartell Drugs will carry the energy drink mix in citrus, pink lemonade and orange flavors as well as the newly launched two-pack of Zipfizz Liquid Shot. Zipfizz Liquid Shot is a 4 oz. serving that delivers a long lasting energy boost without all the liquid and bloating. It contains a balance of B-12 and electrolytes, which help replenish the body. The all-natural, energy drink contains no sugar and delivers fast results. Bartell will carry fruit punch and orange flavors.

"We are very excited to announce the recent addition of these quality retailers to our list of distributors," said Adrian Vicente, Vice President of Zipfizz Corporation. "Our new distribution is a reflection of the high demand for Zipfizz products across the country."

Zipfizz products are also available at Costco, QFC, Sam's Clubs, Walgreens, Safeway, and other retailers. For more information, please visit <http://www.zipfizz.com>.

About Our New Retail Partners:

Target

Minneapolis-based Target serves guests at 1,591 stores in 47 states nationwide by delivering today's best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Target TGT gives more than \$3 million a week to its local communities through grants and special programs. Please visit <http://www.target.com> for more information.

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Rite Aid

Rite Aid Corporation is one of the nation's leading drugstore chains with more than 5,000 stores in 31 states and the District of Columbia. Information about Rite Aid, including corporate background and press releases, is available at <http://www.riteaid.com>.

H-E-B Grocery Company

For more than 100 Years, H-E-B has been an innovative retailer. Known for its fresh food, quality products, convenient services, and a commitment to environmental responsibility and sustainability, H-E-B strives to provide the best customer experience at every day low prices. Based in San Antonio, H-E-B employs more than 60,000 Partners and serves millions of customers in more than 150 communities throughout Texas and Mexico. For more information on H-E- B, visit <http://www.heb.com>.

The Vitamin Shoppe

Vitamin Shoppe began in 1977 with a single store in New York City. Today, they're America's most trusted resource and leading health retailer of vitamins and nutritional supplements, with over 340 stores nationwide and aggressive plans for continued expansion. Their comprehensive website offers 'round-the-clock shopping and an extensive variety of informative, helpful health features. They also produce the nation's most complete vitamin and supplement catalog, mailed monthly. Visit <http://www.vitaminshoppe.com> for more information.

Bartell Drugs

Seattle-based Bartell Drugs owns and operates 55 stores in King, Snohomish and Pierce counties. Family owned for 117 years, it is the nation's oldest drugstore chain. For more information on Bartell Drugs, visit <http://www.bartelldrugs.com>.

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