

FOR IMMEDIATE RELEASE

For more information:

Mark Leonard
Next Level Communications
847-267-9660
mark@reachthenextlevel.com

**ZIPFIZZ™ NOW AVAILABLE AT QFCs, WALGREENS
AND BED BATH & BEYOND**

-- Company also adds pink lemonade flavor to its popular energy drink product line

Mill Creek, WA, August 10, 2006 – Zipfizz Corporation, the maker of Zipfizz™, the healthy energy drink, announced today that Walgreens, Quality Food Centers (QFCs) and Bed Bath & Beyond will carry the company’s flagship energy drink mix. The company also announced that it has added a third flavor, pink lemonade, to its product offerings. Walgreens, QFCs and Bed Bath & Beyond will carry the pink lemonade product -- as well as the citrus and berry -- flavors.

Riley Livingston, president and CEO of Zipfizz Corporation, said Zipfizz will now be carried in 79 QFCs in the Pacific Northwest, 25 Walgreens in the greater Seattle area and several locations of Bed Bath & Beyond stores in the Pacific Northwest. “The opportunity to add these three quality retailers to our list of distributors is great news,” Livingston said. “Zipfizz has developed a very loyal following – from office workers to students to athletes -- and retailers are taking notice. The new pink lemonade flavor is the first of many new products we will be introducing this year.”

About Zipfizz

Zipfizz is an all-natural, healthy alternative to popular energy 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.

Livingston said the Zipfizz name comes from the added “zip” that drinking the product gives an individual. He said within 15 minutes of drinking Zipfizz, people feel “alert, energized and refreshed.” Livingston said the effect can last for up to four hours, depending on the individual’s metabolism. An added benefit is that people will not feel the “crash” period they get from other energy and sports drinks that contain high levels of sugar, ephedra or caffeine. Those drinks can cause “jitters” and raise heart rates in some individuals whereas Zipfizz, contains 100 mg of caffeine extracted from green tea and guarana, which is about one-fourth the caffeine in a tall Starbucks coffee (375mg) and less than two Excedrin tablets (130 mg).

“A lot of people drink Zipfizz instead of coffee,” Livingston said. “It’s great in the morning and as a mid-afternoon pick-me-up. Athletes like it before a workout because it helps them train harder and hydrates the body with essential electrolytes for post workouts, without adding the calories and sugars that other sports drinks contain. We’re also hearing from college students who drink Zipfizz during study hours because it keeps them alert and awake with a blast of B-12.”

Zipfizz products are available in single tubes (\$1.99) at convenience stores, Costco Wholesalers and other retailers. Also available is a 20-pack (citrus only) for \$34.99. For more information, visit <http://www.zipfizz.com>.

About QFC and Kroger

QFC is a division of The Kroger Company, one of the largest retail food companies in the United States as measured by total annual sales. With headquarters in Cincinnati, Kroger operates (either directly or through its subsidiaries) 2,483 supermarkets and multi-department stores in 31 states under two dozen local banners including Kroger and Kroger Marketplace, Ralphs, Fred Meyer, Food 4 Less, King Soopers, Smith’s and Smith’s Marketplace, Fry’s and Fry’s Marketplace, Dillons, QFC and City Market.

Kroger also operates (either directly or through subsidiaries, franchise agreements, or operating agreements) 783 convenience stores, 423 fine jewelry stores, 593 supermarket fuel centers and 42 food processing plants. For more information about Kroger, visit <http://www.kroger.com>

About Walgreens Company

Walgreen Company is the nation's largest drugstore chain with fiscal 2005 sales of \$42.2 billion. The company operates 5,251 stores in 45 states and Puerto Rico. For more information about Walgreen Company, visit <http://www.walgreens.com>.

About Bed Bath & Beyond

Founded in 1971, Bed Bath & Beyond Inc. is a nationwide chain of superstores selling predominantly better quality domestics merchandise and home furnishings. The Company's over 725 stores principally range in size from 20,000 to 50,000 square feet, with some stores exceeding 80,000 square feet. For more information about Bed Bath & Beyond, visit <http://www.bedbathandbeyond.com>.

#