



NEWS RELEASE

RIP IT ENERGY FUEL LAUNCH GETS A “LIFT” FROM SKI SWEEPSTAKES

For Immediate Release

Tampa, FL, March 17, 2006-- Lighthouse Marketing LLC, a dynamic marketing services and strategic planning firm, created a first-ever consumer promotion of its kind for the client Rip It Energy Fuel of the National Beverage Corporation. The goal of this “Rip It 2 Win It” ski-themed sweepstakes was to launch Rip It into new distribution channels.

“With many energy drinks on the market, our goal was to help Rip It stand out through its tie in with World Cup Champion and Olympic Mogul Skier, plus NFL draft candidate, Jeremy Bloom,” said Bob Howards, Managing Partner at Lighthouse. “Jeremy Bloom helps build recognition and excitement among retailers and consumers, as well as incentivizing retail buyers to take a chance on carrying a new product.”

The program involved an in-store sweepstakes complemented by a ski resort sampling program. Lighthouse also designed and built a NACS (National Association of Convenience Stores) trade show display featuring the sweepstakes and driving more stores to sign up for the program.

The sweepstakes was designed to create enthusiasm, driving sales of Rip It over the competitors, and to build a data base of consumers for an ongoing loyalty marketing campaign. In addition to over 2,100 prizes from Völkl, Bollé and Under Armour, valued over \$220,000, the Grand Prize winner received the opportunity to ski with Jeremy Bloom in Colorado, his home state.

The results included the successful launch of this national promotion with new retailers such as Wal-Mart, where the program significantly exceeded participation goals. The ROI met expectations, partially by keeping hard costs to a minimum, including securing of prizes at a significantly lower price than their perceived value.

Lighthouse Marketing LLC is a marketing services and strategic planning firm for clients in the retail, packaged goods, entertainment and hospitality industries. For more information, call 813.386.1173 or log on to www.lighthousemarketingllc.com.