



## **FUNCTION DRINKS LAUNCHES NEW PRODUCT TO SUPPORT SEXUAL HEALTH**

Redondo Beach, CA – June 25, 2008 – Function Drinks announced today the launch of their newest product, FUNCTION: NIGHT LIFE, a physician’s take on supporting sexual health. Function: Night Life employs the plant extract macuna pruriens and the amino acid, tyrosine, to provide the building blocks necessary for healthy dopamine levels, the neurotransmitter associated with reward and desire. Epimedium, niacin and cnidium help support healthy circulation. Function: Night Life’s proprietary formula is a unique way to address sexual health, an important part of a complete healthy lifestyle.

“The desire for sexual health is universal and our customers are certainly no different,” says Dr. Alex Hughes, Function Drinks co-founder & president who leads new product development for the brand. “Function: Night Life is as good as it gets for sexual health given our current understanding of physiology, science, and production capabilities in beverages. We continue to honor our commitment to delivering the most innovative products on the market and take pride in making formulations with concrete relevant functionalities accessible to everyone.”

100% natural Function: Night Life is the eighth functional platform in the Function Drinks product line and is available in passionfruit guava. Function Drinks can be found in Whole Foods Markets, Target, and other high-end retailers throughout the country.

### About Function Drinks:

In 2004 during his surgical training, Dr. Alex Hughes discovered that with the right technical capabilities he could incorporate powerful all natural ingredients used everyday in hospitals into drinks with extraordinary functionality. Alex partnered with his longtime friends, Dayton Miller and Josh Simon, to create a drink line that would work to enhance the lives of their consumers in fun but meaningful ways.

Function Drinks represents the marriage of mainstream clinical science and beverages. Today, each beverage in the Function line is a piece of intellectual property and each formula involves trade secrets and/or has multiple patents applied or patents pending. As consumers turn to products with proven relevant functionality, the category of functional beverages has outpaced all others in the beverage industry. Function Drinks is both defining the category and leading the way.

For further information please visit [www.functiondrinks.com](http://www.functiondrinks.com) or contact:

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