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**FOR IMMEDIATE RELEASE**

# SPIKE Beverage LLC

## Celebrates First Anniversary

*Local beverage distributor celebrates successful first year*

**TUCSON (March 29, 2007)** – SPIKE Beverage LLC yesterday celebrated the one-year anniversary of its first case sold by hosting a ceremony at the location of the historic sale, Hanson's Good to Go (6295 E 22<sup>nd</sup>). SPIKE employees and customers were on hand as SPIKE Beverage Key Account Manager Kelly McFarland presented a plaque to Hanson's owner Colt Basteen commemorating the historic first sale of SPIKE product.

"It's been quite an exciting year. We are fortunate to have loyal retail partners like Hanson's, and great people selling our growing portfolio. Our largest complement is that retailers continue to recommend SPIKE to suppliers as their choice distributor. That says a lot about our people and our products. Our little company has accomplished a lot in a short time," said Kimberly Clements, Founder and Manager of SPIKE Beverage LLC.

SPIKE Beverage LLC has been nationally recognized for its innovative business model and trend-setting product portfolio which includes an organic lineup of Honest Tea, Honest Ade, Steaz, Jones Organics and Guayaki Yerba Mate. Other beverages distributed by SPIKE Beverage include Jones Pure Cane Soda, Who's Your Daddy King of Energy, Frappio, Cinnabon Premium Lattes, Metromint, Whoopass and O Water.

SPIKE Beverage LLC delivers liquid refreshment throughout Arizona. The innovative beverage company is based in Tucson and distributes to all retail channels within the state. For more information about SPIKE Beverage and its full line of beverages please visit [www.spikebeverage.com](http://www.spikebeverage.com) or call 520-882-1582.