



For Immediate Release

Contact: Heather Willison, heather@snap-pr.com, 303.517.2272

mix1® Beverage Company Raises \$6 Million

Financing further fuels mix1's national expansion in the functional, wellness and performance beverage market

BOULDER, Colo. (Oct. 3, 2007) – mix1® beverage company, an emerging leader in the functional beverage category, announced today the completion of a \$6 million Series B-2 equity financing from a diverse group of existing and new investors. This capital will allow the company to accelerate national expansion through most major distribution channels and retail outlets as well as further strengthen mix1's emerging presence in one of the fastest growing segments of the food and beverage market – functional foods.

"We received fantastic reception from the investment community," said mix1 CFO and COO Bob Pinkerton. "Our investors have expertise in a broad array of disciplines – health and wellness, natural foods, amateur and professional athletics, and private equity to name a few. This capital and investor network, combined with our exceptionally experienced management team, provide us with the resources to become a leading functional beverage company."

"I invested in mix1 because I recognize the significant need for all-natural functional products for people on the go," said Libby Cook, co-founder of Wild Oats and Sunflower Markets. "There are no other drink options currently available that deliver the high-quality balanced nutrition and convenience that mix1 does. I love the fact that it is a shelf stable product that I don't need to refrigerate and it tastes great cold or at room temperature."

The Series B-2 financing round comes as the company continues to experience significant growth following the October 2006 introduction of its first beverage product, mix1. Since then, mix1 has launched nationwide at some of the largest natural and traditional grocers in the country, including Whole Foods Market, Wild Oats Market and Kroger-owned chains King Soopers, City Market and QFC.

"While we've only been national with Whole Foods for less than three months, the response has been tremendous," said mix1 CEO Greg Stroh. "Our strong sales performance is yet another confirmation of how important convenient functional nutrition is for busy Americans. We get emails daily from consumers thanking us for helping make their day-to-day life easier."

mix1 co-founder Dr. James Rouse, N.D., agrees. "This commitment from the investment community echoes what we have heard from our consumers. The health, wellness and athletic communities have embraced mix1 as an authentic, high-quality functional beverage. Although many other products claim functionality, they often don't deliver. mix1 offers true functional nutrition through the right combination of quality ingredients."

About mix1®

mix1® beverage company produces a premium, all-natural, protein & antioxidant drink for busy Americans who struggle to find time to eat nutritiously throughout the day. Wes Brasher, Dr. James Rouse, N.D., and Greg Stroh co-founded the company in Boulder, Colo., in 2006 based on inspiration from the active, healthy lifestyles they enjoy in their home state. Available in an 11-ounce bottle in four great-tasting flavors (Mango, Blueberry-Vanilla, Lime and Mix Berry), mix1 is sold nationally at Whole Foods Market and Wild Oats Market, regionally at King Soopers, City Markets and QFC stores, as well as at independent grocery retailers across the United States. For more information, please visit www.mix1life.com.

###