

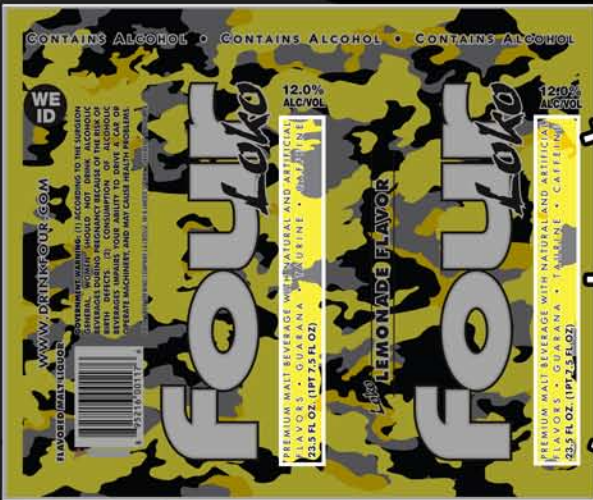
# FOUR Loko

## REFORMULATED, BACK AND BETTER THAN EVER!

**PHUSION PROJECTS** recently reformulated Four Loko, voluntarily removing the caffeine, guarana and taurine. By taking this action, we were again demonstrating our leadership, cooperation and responsible corporate citizenship.

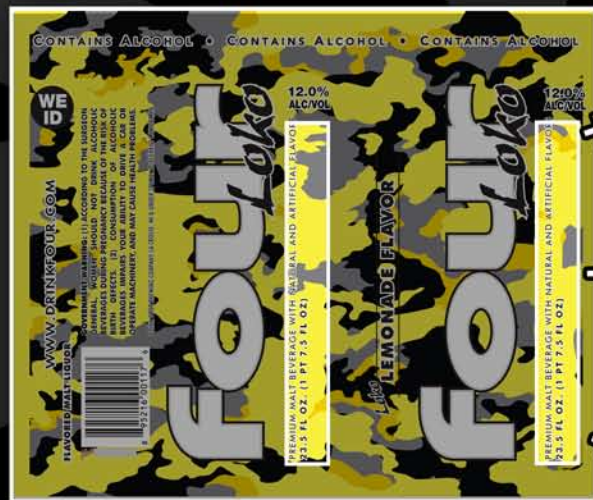
The good news is Four Loko still has the same great qualities that were key to its past success and that customers want. Early sales numbers for the non-caffeinated version of the product are very strong as consumers are continuing their love affair with the Four Loko brand. In 2011, we'll be introducing Four Loko bottles and several new flavors as part of our XXX Limited Edition series. In addition, we'll be ramping up community outreach efforts across the country designed to give back to the communities in which we operate.

### OLD LABEL



PREMIUM MALT BEVERAGE WITH NATURAL AND ARTIFICIAL FLAVORS • GUARANA • TAURINE • CAFFEINE  
23.5 FL OZ. (1 PT 7.5 FL OZ)

### REVISED LABEL



PREMIUM MALT BEVERAGE WITH NATURAL AND ARTIFICIAL FLAVORS  
23.5 FL OZ. (1 PT 7.5 FL OZ)

**WE WANT TO CLEAR UP ANY MISINFORMATION AND ANSWER ANY QUESTIONS YOU MAY HAVE ABOUT OUR FOUR LOKO PRODUCTS.** The reformulated version of Four Loko has been approved by governing bodies at the federal and state levels. This means that Four Loko is approved to be sold by our licensed and appointed distributors as well as retailers. You can feel at ease stocking and selling a federally- and state-approved, legal product that provides you with an opportunity to generate significant profits. We understand how to create value for our partners and that's an important part of the success of Four Loko to date.

We've built a strong relationship with our sales partners across the country and we look forward to continuing to be a company you can rely on to drive your sales. Thank you for continued support of Phusion Projects and the Four Loko brand!

### -THE PHUSION PROJECTS TEAM

**MUST BE 21+ YEARS OF AGE TO PURCHASE • CONTAINS ALCOHOL • PLEASE DRINK RESPONSIBLY**