



Phusion Projects, LLC



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**Phusion Projects Introduces Four Loko in Bottles**

*New Option Offers Consumers More Beverage Choices as Spring Starts, Allows Entry into Grocery, Mass Merchandise and Drug Stores*

**CHICAGO, March 15, 2011** – Phusion Projects, a Chicago-based beverage company, today announced that its popular Four Loko drink will also be available in bottle form, enabling the company to sell its products in grocery, mass merchandise and drug stores.



The innovative package was developed based on growing consumer demand for glass bottles of the progressive adult beverage, and will feature three of Four Loko’s most popular flavors – lemonade, fruit punch and watermelon. Bottles of Four Loko will be available in six packs of individual flavors, as well in a 12 bottle variety pack featuring all three bottle flavors. The bottles measure 11.2 ounces and are 8% alcohol by volume (ABV).

“We’re proud to announce the glass bottles as the newest extension of the Four Loko family,” said Phusion Projects co-founder Chris Hunter. “Phusion Projects is committed to continuing to introduce exciting new products, which is why we’re confident consumers will love the bottled version of Four Loko and make it their choice beverage as the weather warms up.”

The launch of the Four Loko bottles builds on key trends in the beverage industry and is designed to satisfy consumer demand for Phusion Projects’ latest products in a wide variety of flavors and forms.

“From a strategic standpoint, the introduction of Four Loko in bottles will help us enter into untapped distribution channels,” said Hunter. “It’s all part of our growth plan as a company.”

Four Loko products are now available in nine flavors, three ABV percentages and three package sizes. The brand has become the best selling progressive adult beverage in the convenience store channel and one of the fastest growing products in the industry, making Phusion Projects the 11<sup>th</sup> largest marketer of alcoholic beverages in the U.S.

Bottles of Four Loko are being shipped to select markets now, and will be rolled out to all Phusion Projects' markets over the next several weeks.

**About Phusion Projects**

Phusion Projects, LLC is a Chicago-based alcoholic beverage company that sells its products – including Four Loko, Four MaXed and Earthquake – nationwide. From the company's inception, Phusion Projects has been committed to making contributions to communities, operating as a responsible member of the alcoholic beverage industry and setting unmatched standards in this regard. To learn more about Phusion and our commitment to responsible drinking, please visit our website:

<http://www.phusionprojects.com>.

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