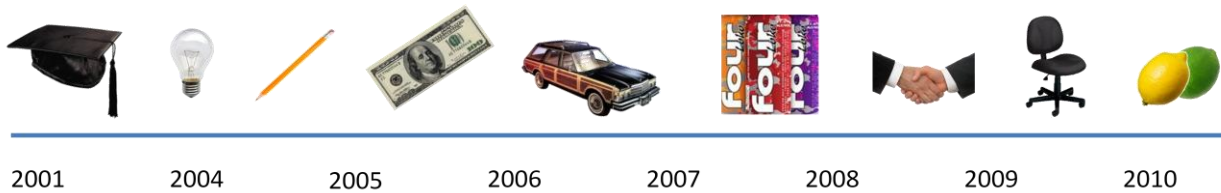


## Phusion Projects Timeline



- May 2001 and 2002:** Phusion's three founders **graduate** from The Ohio State University in Columbus, Ohio.
- March 2005:** The **idea** to create a unique, flavored caffeinated alcoholic beverage product is born.
- April – December 2005:** A **business plan** is written and put into action. Finances are put on the line, small business loans are applied for and granted, and friends and family pitch in to help with start-up funds.
- December 2005:** The first of Phusion's founders **quits his job** to focus on the business 100 percent of the time. The other two will soon follow suit.
- January 2006:** Phusion Projects sees the **first sales** of its initial product, Four Regular.
- February –March 2006:** A **road trip** throughout Ohio and the Midwest generates interest in the initial "Four Regular" product.
- April – June 2006:** The road trip continues **throughout the Midwest**.
- July – December 2006:** The three founders **travel the country** meeting with distributors ... but it's not enough.
- December 2007:** Phusion Projects **nearly folds**.
- January 2008:** A reformulated product, **Four Maxed**, is developed and does well.
- August 2008:** Another new Phusion product, **Four Loko**, comes to market and does very well.
- Throughout 2009:** The business begins to take off; with **distribution in 47 states** by the end of the year and the company's **team rapidly expanding**.
- October 2010:** Now nearing 90 employees, **office space** is leased in downtown Chicago. The same week, the eighth Four Loko flavor, lemon-lime, is introduced.

To learn more about Phusion Projects, LLC, please visit [www.phusionprojects.com](http://www.phusionprojects.com).



Phusion Projects, LLC

