



Press Release – May 2002

EPOP – THE ENERGY DRINK ON A STICK

EPOP, A LOLLIPOP WITH ENERGY-GIVING PROPERTIES has been launched onto the New Zealand market in a world first. Epop provides the user with a rapid energy boost similar to that provided by quality energy drinks.

A great-tasting adult confection with a unique flavour, epop comprises a laboratory-developed combination of energy boosting ingredients. Each epop contains guarana, taurine and caffeine and, unlike many energy drinks, also contains all seven B vitamins. Some ingredients in epop may be absorbed through the mouth wall and dispersed throughout the body for a rapid energy boost.

Convenient and compact, epop is ideal for slipping into a pocket, backpack or handbag for an energy boost any time of the day or night. Students, office workers, night clubbers and sports people will benefit from this unique energy formulation that provides 60% of the recommended daily intake of B vitamins. Epop is an excellent alternative in cold climates when a cold energy drink is undesirable. Unlike energy drinks, epop won't make the user feel bloated or promote the need to use the toilet.

Epop can be consumed on its own or with a drink, and tastes particularly good with many alcoholic beverages mixed with soft drinks and fruit juice. It also goes exceedingly well with beer and RTD's.

Each epop is individually blister-packed and foil-wrapped to keep out air and light, ensuring the integrity of the energy-boosting ingredients. The bright lime-green stick has been specially designed and is made of plastic so it won't disintegrate in the user's mouth like a paper stick.

Background:

The E in epop stands for energy. Each epop contains sucrose, glucose, guarana extract (60mg), taurine (20mg), caffeine (10mg) and inositol. Epop also contains all seven B vitamins: Thiamine (B1), Riboflavin (B2), Niacin (B3), Pantothenic Acid (B5), Pyridoxal (B6), Folic Acid (B8) and Cobolamin (B12). Epop is not suitable for children, pregnant women and those sensitive to caffeine. Recommended daily maximum is three epops per day. Epop was developed, and is marketed by, Vivesco Limited, a New Zealand-owned company based in Auckland.

For further press information and product samples, please contact:

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