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UNIQUE DRINK BRAIN TONIQ REACHES THE TOP

Brain Tonic functional beverage reaches #1 position in sales

In May, 2011, Brain Tonic, the world's first non-caffeinated focus and memory drink, reached the number one selling drink position out of the 390 current beverages in the natural category for Shelf Stable Functional Beverages.

According to SPINS data, Steaz beverages had been the category leader for the past two years, but Brain Tonic surpassed their lead and now holds 8.4% of the entire market category, an increase of over 26% from a year ago.

TrueTonics' first drink, Brain Tonic, was released in January, 2008 and can be found nationwide at Whole Foods Market and other health foods stores. Brain Tonic is the world's first organic, kosher, botanical-based, non-caffeinated think drink specifically designed for those who need more mental focus and clarity. Formulated out of plant extracts and natural compounds, the ingredients in Brain Tonic have a long, proven history for their effects on increasing brain power and cognition. It's creator Scott Ohlgren, has said he has been convinced for years that Americans are hungry for a non-caffeinated cognitive-enhancing drink. Each 8.4oz/250ml can of Brain Tonic contains 1830mg of a proprietary blend of functional ingredients than includes:

- * Rhodiola and Eleuthero root extracts which are "both known to improve the performance of mentally demanding tasks under extreme stress and fatigue", according to the company.
- * Wild-grown blue-green algae extract described as an antidepressant and cognition booster by TrueTonics.
- * Dimethylaminoethanol (DMAE), an antioxidant and precursor to acetylcholine, a neurotransmitter.
- * Alpha-glycerol phosphoryl choline (A-GPC), the primary building block for acetylcholine.
- * All ingredients are gluten-free and 100% vegan.

Brain Tonic retails at \$2.59, a price point that's higher than those of most functional beverages available in the US. The company's website justifies the premium in the following way: "We use 5 to 36 times more active ingredients than any of the 20 top-selling functional beverages. In many, there is only 50 or 100 milligrams. In Brain Tonic, there are over 1800 milligrams. Organic agave syrup is 3-18 times as expensive as other sweeteners."

TrueTonics just released their second tonic, called Trim Tonic. Trim Tonic utilizes some of the world's best herbs and natural compounds that have potential for curbing appetite. Some, like InnoSlim™ and AimSlim™, are proprietary blends whose clinical studies show a propensity to reduce caloric absorption in the intestines. Others, like coca leaf extract, have a long history with traditional people for working to lower the desire to overeat. Also CLA (Tonalin) which has clinical studies proven to reduce bodyfat, especially around the belly.

TrueTonics, the maker of Brain Tonic and Trim Tonic, is an organic beverage company based in Boulder, Colorado. Sourcing the world's most useful plants and compounds and using them in ways that improve people's lives, TrueTonics is said to make functional tonics that actually work. No caffeine/stimulants. No processed sugar. Just smart ingredients for your mind and body.