

**“PINK LEMONADE BRIGADE” MAKES NATIONAL DEBUT:
FROM PET RESCUE TO DIABETES RESEARCH, KIDS CHOOSE A CHARITY
Crayons® All Natural Beverage Company to Supply Free Lemonade Stands and
Tickled Pink Lemonade for One-Day Fundraising Event on June 21, 2008**

BELLEVUE, Wash. – Crayons® All Natural Beverage Company announces the “Pink Lemonade Brigade,” a nation-wide lemonade stand fundraiser empowering kids to support a charity, be artistic and be heard. The one-day event on Saturday, June 21, 2008 will unite children across America and raise funds for an array of philanthropic causes. Crayons will supply the first 1,000 child registrants with a free lemonade stand and 120 cans of its popular all natural Tickled Pink Lemonade; all funds raised will be donated to the child’s charity of choice.

The kid-empowering “Pink Lemonade Brigade” was sparked by 7-year-old Connor Lloyd, the son of Crayons® CEO Ron Lloyd. Connor’s idea has become a reality, encouraging youth to experience the benefits of giving back to their community while providing the tools necessary to raise more than \$100,000 for charities across the country.

“I was talking to my parents about people who have a lot less than we do,” said Connor Lloyd. “I wanted to do something to help them and decided to do a lemonade stand. I raised \$100 to help kids who don’t have parents.”

At no cost to kids, Crayons® will provide children throughout the country with the key elements required to run a charity lemonade stand: one simple-assembly lemonade stand, a decorating kit to show-off creativity and customize the lemonade stand with the theme of the charity, and 120 earth-friendly cans of Crayons® Tickled Pink Lemonade. In addition to the fundraising, the ten children with the best charity-themed lemonade stand decorations, as submitted online, will be awarded a cool Crayons® branded E100 Razor electric scooter.

“We are excited to debut the ‘Pink Lemonade Brigade’ as a creative medium to empower children and support art, charities, and healthy living,” said Ronald Lloyd, CEO of Crayons® All Natural Beverage Company. “We are bringing back an American classic; this is a lemonade stand for the age of health, wellness and social responsibility.”

Participants can register for the one-day event online at www.drinkcrayons.com/pinklemonadebrigade.

DEADLINE TO REGISTER IS SUNDAY, JUNE 8, 2008. Supplies will be delivered via shipping service.

Crayons® fruit juice drinks come in a cool energy drink style can, and are packed with vitamins, antioxidants, calcium, and 3 grams of fiber per 8 ounce serving. They also contain 30% less sugar (no high fructose corn syrup) and only 90 calories per serving – 25% fewer calories than most other juice drinks. *SugarGuard™*, the company’s proprietary blend of ingredients, helps moderate the sugar spikes and negative cravings associated with sugar imbalance, making Crayons® the first line of beverages to provide *All Natural Protection From Sugar’s Ups & Downs™*. In March 2008, Crayons® launched the first line of all-natural sports drinks specifically designed for kids, without high fructose corn syrup and dyes.

About Crayons® All Natural Beverage Company

Crayons® All Natural Beverage Company, *The Fun Company That’s Serious About Quality™*, was launched in April 2004 by co-founders and dads, Duncan Seay & P.J. Palmer. Crayons® beverages have been widely embraced since launching in 2007 and are already one of the best-selling national brands in the children’s all natural, shelf stable juice drink category. Crayons® are now available at more than 3,000 grocery stores

nationwide including Kroger, Sprout's, and Whole Foods Markets in addition to other natural and specialty foods stores. Crayons® owns the U.S. and internationally registered trademarks to the brand name Crayons® along with its registered oval trade design in various food and beverage classes. The Company is headquartered in Bellevue, Wash. For additional information, please visit www.drinkcrayons.com.

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