



Vita500, a Caffeine and Preservative Free Energy Drink is Now Available in the U.S.

Sold in Select Stores Throughout Philadelphia, New Jersey, Maryland, and Delaware, the Vita500 Energy Drink Provides Energy without the Negative Side-Effects of Traditional Enhancement Beverages.

Mullica Hill, NJ, January 31, 2008 --(PR.com)-- Preferred Original Marketed Products (P.O.M.P. LLC), a new consumer marketing company specializing in bringing to the market unique products that will impact emerging and current consumer market segments, announced the U.S. launch of Vita500 energy drink, a vitamin-rich energy soft drink, unique from competitors for its absence of caffeine and preservatives, now available from wholesale distributors, and in convenience and grocery stores throughout Philadelphia, New Jersey, Maryland and Delaware. The drink is a featured beverage at the Heritage's Dairy Stores found throughout Gloucester, Salem, Camden, Atlantic and Cumberland Counties in New Jersey.

Unlike most energy drinks available, Vita500 gives consumers a choice to enjoy an energy drink without taking on the risks of caffeine such as headaches, rise in heart rate and blood pressure, and dehydration. Lightly carbonated with a subtle fruit flavor, Vita500 is packed with Vitamin C, Vitamin D, Taurine and two grams of fiber in each eight ounce can to stimulate the immune system and provide fast acting fuel for an active lifestyle.

Vita500 also announced a shared title sponsorship of the Greisiger Racing Formula One Racecar. This multi-sponsor relationship will kick off at the 16th annual WIP Wing Bowl on Friday, February 1, 2008 at the Wachovia Center in Philadelphia, Pennsylvania. Preceding this event, on Thursday, January 31, the Formula One Racecar featuring the Vita500 logo will be on display at Heritage Dairy stores throughout Southern New Jersey including the Swedesboro, National Park, Gloucester, and Logan Township locations.

“People today are more aware than ever of what they put into their bodies and we are excited to introduce a caffeine and preservative free energy drink to the market that provides a healthy alternative to traditional energy enhancement drinks,” said Stephanie Pompey, President of Preferred Original Marketed Products. “Partnering with Heritage's Dairy Stores in sponsoring the Greisiger Racing Formula One Racecar is an incredible opportunity for introducing Vita500 to the public. Formula One cars are renowned within the racing world for their prestige, power and precision, encompassing the high-performance and optimal quality Vita500 embodies as an energy drink.”

About Vita500

Vita500 is a caffeine and preservative free energy drink containing vitamins and antioxidants. Also containing electrolytes and carbohydrates, the beverage effectively replenishes sodium loss attributed to vigorous exercise. Vita500 is specially designed to improve absorption of necessary daily vitamins, stimulate the immune system, enhance physical strength, promote more energy in the body, and help the body regain vitality.



Vita500 Energy Drink is currently available from wholesale distributors, and in convenience and grocery stores throughout Philadelphia, New Jersey, Maryland and Delaware at a suggested retail price of \$1.79 USD per eight ounce can. For more information, visit www.vita500usa.com or www.pompinc.com

About Preferred Original Marketed Products

Preferred Original Marketed Products, LLC, (dba P.O.M.P.), provides research, development and marketing support to innovative consumer brands that serve a unique need within new and current consumer market segments.

For more information:

Stephanie M. Pompey

Preferred Original Marketed Products

(856) 472-0545

StephaniePompey@pompinc.com

###



Contact Information:

Preferred Original Marketed Products, LLC
Stephanie M. Pompey, ESQ
856-472-0545
StephaniePompey@pompinc.com
www.pompinc.com

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/70173>

News Image:

