



For Immediate Release

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## **Introducing mor Beverage: Beverage for the Mind and Body**

*Lightly carbonated, nutrient-rich and low calorie beverage now available throughout Colorado*

DENVER (July 10, 2008) – On-the-go Americans who crave a clean, naturally flavored beverage rich in antioxidants with a natural energy boost now have a product that gives them the benefits they want. Now available across Colorado at retailers including Sunflower Markets and Nordstrom's e-bar, **mor** Beverage has three flavors uniquely formulated to appeal to a broad range of consumers in the enhanced/functional beverage category.

The products are packaged in an upscale contemporary sleek aluminum can to communicate a refreshing, sophisticated beverage experience. Available in Raspberry/Strawberry, Pomegranate/Lemon, and Cranberry flavors, **mor** Beverages are the perfect solution for a refreshing, nutritional and low calorie reward.

"I believe there are people like myself out there who are thirsty for a new alternative to the conventional beverages on the market," said Matt Anderson, founder and CEO of **mor** Beverage. "I wanted to create an enhanced, revitalizing beverage that didn't overload the body with unnatural stimulants – one that had a second-to-none flavor and with minimal calories. That's why I created **mor** Beverage and infused it with a smart blend of ingredients, so that we could revitalize Americans in a naturally delicious way."

**mor** Beverage's mixture of herbals, electrolytes and vitamins with clean, refreshing flavors results in a completely unique and sophisticated beverage that both quenches and revitalizes. Each naturally delicious **mor** Beverage contains: Grape seed, Milk Thistle, Ginger, Gingko, Ginseng, Acai, Vitamin B6, Vitamin B12, Selenium and Electrolytes. In addition, each serving contains only five calories and is absolutely free of caffeine, sugar, sodium or artificial colors.

### **About mor:**

**mor** Beverage produces a line of lightly carbonated, nutrient-rich drinks that are naturally fruit-flavored and absolutely free of caffeine and sugar. Every 12-ounce can of **mor** contains a smart blend of vitamins, minerals, and antioxidants, and has only five calories. The perfect alternative to caffeine-and-sugar-loaded beverages, **mor** Beverages provide a healthy, revitalizing lift instead of a shocking jolt. Available in Raspberry/Strawberry, Pomegranate/Lemon, and Cranberry flavors, **mor** is sold in Colorado at Sunflower Markets and Nordstrom's e-bar as well as other specialty and supermarket stores across the state. For more information, visit [www.morbeverage.com](http://www.morbeverage.com).

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