



For Immediate Release

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Borojo Beverages Wins 2009 Beverage Innovation Award at Drinktec 2009

Borojo awarded "Best Labeling or Decorative Finish" at world's largest drinks technology trade show

BOCA RATON, Fla. (Sep. 22, 2009) —Borojo Beverages, LLC, producer of Borojo Organic Energy Drink, won a 2009 Beverage Innovation Award in the category of Best Labeling or Decorative Finish at Drinktec, the world's largest drinks technology trade show in Munich, Germany.

Winners were selected from 340 entries from 40 countries in 24 categories, celebrating excellence and innovation in the international non-alcoholic drinks industry.

"A Beverage Innovation award is an important international industry honor and we are thrilled to be named best labeling or decorative finish," said Gregg Hollander, Borojo Beverages' founder and CEO. "To be chosen among such prestigious and internationally known brands is a great accomplishment for Borojo. We are thrilled that this award recognizes our efforts to bring creativity and innovation to our brand."

Borojo Organic Energy Drink is naturally high in vitamins, minerals, and essential amino acids, made with the deliciously exotic rainforest superfruit, borojo. Available in Strawberry Kiwi Watermelon, Pink Guava Passionfruit, and Blueberry Acai Pomegranate flavors, Borojo has a clean, crisp, deeply refreshing flavor that provides healthy, 100% natural energy.

About Borojo:

Founded in 2008 by husband and father of two Gregg Hollander, Borojo Beverages, LLC, produces a line of organic energy drinks naturally high in vitamins, minerals, and essential amino acids, made with the deliciously exotic rainforest superfruit, borojo. Available in Strawberry Kiwi Watermelon, Pink Guava Passionfruit, and Blueberry Acai Pomegranate flavors, Borojo has a clean, crisp, deeply refreshing flavor. Borojo is sold in individual 16.9 ounce bottles in select grocery and natural food stores throughout the U.S. The company is based in Boca Raton, Florida. For more information, visit www.borojo.com.

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