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Hurricane Juice Company Expands EQ Thirst Equalizer Retail Presence through Hannaford in New England and Sweetbay in Florida

Sarasota-based Hurricane Juice Co. has significantly expanded retail distribution for the company's EQ Thirst Equalizer, all-natural sport drink and rehydration fuel in New England and Florida. EQ is made from young coconut water and fruit essences to provide athletes an ideal electrolyte balance.

/24-7PressRelease/ - SARASOTA, FL, July 03, 2008 - Hurricane Juice Company Expands EQ Thirst Equalizer Retail Presence through Hannaford in New England and Sweetbay in Florida

The Hurricane Juice Co. today announced that it has expanded distribution for its flagship offering, EQ Thirst Equalizer, through retail distribution agreements with Sweetbay Supermarkets in Florida and Hannaford Supermarkets in New England.

EQ Thirst Equalizer is an all-natural sport drink and rehydration fuel made from young coconut water and fruit essences to provide an optimal balance of electrolytes, minerals and carbohydrates. Coconut water is the clear, fat-free isotonic fluid found in young 'green' coconuts that so closely matches the electrolyte mix in human plasma that it was used as emergency IV fluid during WWII. The high potassium level also affords excellent regenerative qualities. www.eqfuel.com

"The Northeast and Florida are very important markets to us because of the concentrations of health-conscious athletes and consumers there," said Osvaldo (Ozzie) Chu, Founder and CEO of the Hurricane Juice Company. "Hannaford and Sweetbay are ideal retail channels for reaching consumers that have yet to enjoy the superior regenerative qualities of EQ versus the plethora of overly sweetened artificial sports drinks in the market."

Founded in 1883, Hannaford operates more than 164 stores in the Northeastern United States and benefits from an industry-leading supply chain. Hannaford is the Northeast's largest certified organic supermarket and a U.S. Environmental Protection Agency Merit Award winner for sustainability practices.

Sweetbay Supermarket opened its first store in Largo, Florida in November 2004 and now there are 107 Sweetbay stores from Naples to Gainesville. Each store combines passion, knowledge and excitement and offers outstanding quality, value and variety for a one-of-a-kind shopping experience.

EQ is all-natural with no artificial ingredients - no artificial colors, no preservatives and no high-fructose corn syrup. BevNet, the beverage industry analysis firm, applauded EQ's taste, stating that "The enjoyable flavor is a great alternative to the often salty taste of mainstream sports drinks."

EQ is now available at Hannaford Brothers, Sweetbay, Whole Foods, Albertson's, Chamberlin's/Akin's and Market Basket. It is distributed by Millbrook, a Division of United Natural Foods, and Tree of Life.

About Hurricane Juice Co. LLC

Headquartered in Sarasota, Florida, the Hurricane Juice Co. began operating in 2005 specifically to leverage the superior regenerative qualities of young coconut water to create a viable competitor to the plethora of overly sweetened artificial sports drinks in the market. www.hurricanejuice.com

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