

LiveWire Ergogenics, LVVV, Summary, Profile



LiveWire Energy™ Chews are manufactured in Anaheim, California by LiveWire Ergogenics Inc., the first company to market a full-flavored, soft "energy" chew packed with both B vitamins and up to 120 mg of time-released caffeine.

Designed for consumers with an action-packed lifestyle, LiveWire Energy™ chews are pocket-sized, portable alternatives to bulky energy drinks or shots. Available in seven different flavors, the Company's grab-n-go packaging responsibly displays the amount of caffeine in each chew.

Blazing the trail with a brand new category:

LiveWire Energy's brilliant strategic move has borne fruit, from the early on the company has decided not to compete head-on for shelf space in the overcrowded cooler section. LiveWire has created a brand new category (LiveWire Energy Chews) and the company is successfully exploiting its first movers advantage and expanding rapidly. LiveWire Energy has been rewarded with a prime spot near the check out counter.

Extensive consumer surveys and marketing intelligence has shown that the consumers love variety and they prefer 'chew' over canned energy drinks for convenience and pleasure, LiveWire's chew delivers the punch at an attractive price point.

LiveWire has the potential to grow even faster because the unique advantage it enjoys at the check out counters of American convenience stores. The products uniqueness and the value pricing model has made the LiveWire Energy Chews an ideal impulse buys.

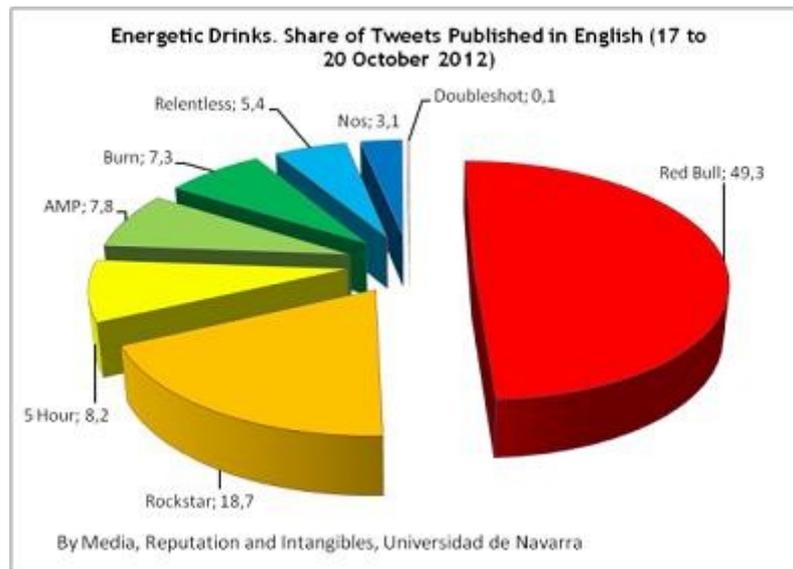
LiveWire has established a nationwide distribution network and its products are now available in stores across the country, national chains like the 7-Eleven, which has over 10,000 stores in North America, are market testing LiveWire Energy products in multiple stores in various regions of the country, the management believes LiveWire Energy products will be available in 7-Eleven stores across the country in the near future.



Marketing in the age of Social Media

LVVV markets product through social media outlets such as Facebook, Twitter and YouTube, and the Company also sponsors a range of events. Additionally, at events, in videos and in news releases LVVV utilizes its LiveWire Girls and

athlete / celebrity endorsers. As outlined in a recent announcement of the appointment of three key market executives, LVVV organizes its marketing efforts regionally as well as functionally with the appointment of a Director of Promotions responsible for promotional events across the country that serve as an opportunity for sampling, education, and marketing. Additionally, LVVV works with consumer products brokers to get access to shelf space as well as continuing its utilization of athlete and other recognized LiveWire Energy Brand Ambassadors.



The potential of LVVV's marketing approach is evidenced by the recent announcement that the LiveWire Energy chews will be available at 50 Albertson's in southern California. By focusing on a specific target geography, LVVV can concentrate marketing resources to not only encourage sampling, but to work to retain new customers. With progress made in one market, it seems likely a grocer like Albertson's would be ready to roll out to new locations.

Athletes Chewing up the competition

LiveWire Energy is proud to get the endorsement and support from well known, highly regarded athletes from various sports, including the NBA star Randy Moss, who helped 49ers get to the super bowl 2013.

Professional boxer Manny Robles III of Los Angeles and race car driver Harley Letner, who is regarded as one of the best drivers in the sport of off-road racing have joined the LiveWire Energy team to chew up the competition on and off the track.

The Opportunity

Retail sales of energy drinks in the U.S. increased to an estimated \$8.9 billion last year from \$7.7 billion in 2010 and now represent more than a tenth of the country's \$75 billion carbonated soft drink market, according to Beverage Digest, a trade publication and data service.

The rapid rise of energy drinks comes as fewer Americans grab colas and traditional sodas. LiveWire Energy is providing consumers a great alternative, better product and the consumers have overwhelmingly embraced it.



Sources: the company
Wall Street Journal,
OxBridge Research
Bloomberg
Beverage Network

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