



TOMAS SCHECKTER TO DRIVE THE MONAVIE INDY 500 RACE CAR: FIRST LOOK AT NEW MONAVIE E^{MV}

SALT LAKE CITY – (BUSINESS WIRE) – MonaVie (www.monavie.com), maker of the premier blend of the Brazilian acai berry, announces today that millions of viewers will get a first look at MonaVie's new Energy drink — MonaVie E^{MV} — as Tomas Scheckter roars into Indianapolis driving the MonaVie race car, Sunday, May 24, 2009, 1 p.m. (EDT) on ABC.

MonaVie is partnering with Dale Coyne Racing No. 19 and driver Tomas Scheckter, 2002 Indianapolis 500 Rookie of the Year. Scheckter will begin the 93rd Indianapolis 500 race at pole position 26.

"MonaVie is pleased to introduce the MonaVie brand and new MonaVie E^{MV} at the greatest spectacle in racing," says MonaVie Founder and President Dallin Larsen. "This sponsorship will help introduce MonaVie's new energy drink to those looking for the perfect equation of health and energy to recharge both mind and body."

MonaVie E^{MV} is a natural, healthy energy drink that enhances performance, promotes alertness, supports endurance and increases energy. The new product will officially launch at the company's Salt Lake City Super Regional Meeting on June 20, 2009.

"It's great to have MonaVie on board," says Tomas Scheckter. "They've shown a tremendous amount of support to me. Hopefully I can pay them back with some great results on the track."

The Indianapolis 500 is an American automobile race, held annually over the Memorial Day weekend at the Indianapolis Motor Speedway in Speedway, Indiana. The Indianapolis 500 is one of the world's oldest motorsport events and the largest single-day sporting event in the world. For information about the Indy 500, please visit www.indycar.com.

ABOUT THOMAS SCHECKTER

Tomas Scheckter continues a family tradition as the third generation of racing drivers. Among his career highlights, Tomas won the 1999 Formula Opel Euroseries championship with a record eight victories and eight poles, breaking all the winning records in the process. After stints with Formula Nissan and the Formula 3 Series, Tomas has been competing in the IRL IndyCar Series since 2002.

ABOUT MONAVIE LLC

MonaVie LLC is a rapidly growing company that distributes products to markets around the world. Introduced in January 2005, MonaVie develops and markets scientifically formulated, premium quality products, specifically for person-to-person distribution. Developed with a philosophy of Balance-Variety-Moderation, MonaVie brand products deliver phytonutrients and antioxidants to promote and maintain a healthy and active lifestyle.

For more information about MonaVie brand products or to join the MonaVie family, call 1-866-217-8455, or visit www.monavie.com.



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