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Mad-Croc Announces Dick's Sporting Goods Gets Croc'd

August 2007 — Houston, TX — Mad-Croc brands is extremely energized to announce Dick's Sporting Goods stores will carry the following Mad-Croc products:

- Mad-Croc energy gums in Slammin' Citrus, Power Peppermint, Spiked Spearmint and Cinnamon Kick flavors
- Mad-Croc fruit chews

Energy-hungry consumers can find these products in a unique energy zone display on top of the beverage coolers in the check-out lanes of 325 Dick's stores, nationwide this August.

Mad-Croc's energy portfolio includes regular and sugar-free energy drinks, four flavors of gum and new fruit chews. Mad-Croc formulas deliver a combination of caffeine, B vitamins and the amino acid taurine for energy with a wild taste and bite.

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Mad-Croc Brands, Inc. is a privately owned holding company focused on everyday portable energy products for consumers. Mad-Croc is experiencing hyper-growth rates by introducing innovative products that meet the needs of on-the-go consumers for convenient energy, any time. Whether you're an extreme athlete, a college student burning the candle at both ends, a second-shift worker or a frantic mom with more "to do's" than "dones" – we have the products for you! Mad-Croc's current energy portfolio includes: drinks, honkin' big gums and tasty fruit chew candies.

Mad-Croc Brands is head quartered in Houston, Texas but you don't have to visit us there to learn more about us. Instead, head to www.madcroc.com where you can learn more about our company, products or partnership opportunities (and how to mix an awesome Croc-Tail!).

Mad-Croc – What you need!