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New Spots From Mad-Croc Energize TV

Brand Uses 'Slacker Humor' To Highlight Moments Made For Mad-Croc

September 12, 2007 – Houston, Texas – The interns loved it, now on to the rest of the world! Mad-Croc Brands, Inc., a manufacturer of a portfolio of innovative energy products, including energy drinks, gums and candy chews, will launch a new TV ad campaign this month. A series of five rotating spots will begin airing on ESPN during the World Series of Poker through October and Fox Sports starting in October and running through December.

Colin Hall, energy and marketing guru for Mad-Croc Brands, Inc. says, "As Mad-Croc Brands, Inc. heads into its second year as a company in the United States, our focus is on continuing to build consumer awareness among our core consumers – normal, young males who aren't necessarily 'extremers', but who are in need of energy, and a slightly older market, 24-years and up, who are looking for a boost to help get them through the daily grind of keeping up with work and family."

The TV campaign continues the humorous tone set in the brand's print campaign, 'What You Need', launched this February. Jones, an agency based in Evanston, Illinois, created the print and TV ads for the brand. Scott Maney, principal, says, "We're using the medium to take the humor to another level. We injected more 'slacker humor' into the TV ads to leverage the hip, cool, ironic humor that our audience sees in movies and TV shows. The spots engage viewers with characters who encounter situations where energy is either drained or about to be drained, moments clearly made for Mad-Croc, and revival is only a drink or chew away." To keep the campaign fresh, the spots will rotate. Hall adds, "When we showed the spots to our target audiences (our interns among them) we got a lot of laughs and also a clear sense that viewers related to the situations shown in the ads."

The five spots include:

- **Assembly Required:** A young father gets psyched for the challenge of assembling a child's bike
- **Click:** A pair of frat boys find the energy to channel surf
- **After Party:** Two friends need strength (and energy) to face the aftermath of a wild party
- **Babysitter:** A babysitter discovers she'll need more energy than usual to handle her formidable charges
- **Cube Nap:** Young office workers struggle with the highs and extreme lows of another day at the office

The media buy complements the brand's sponsorship program, which includes Mad Croc's World Series of Poker seventh-place winner, Lee Childs who will appear on ESPN

as a final table player in the '07 'main event' and the National Professional Paintball League, which airs on Fox Sports.

To view Mad-Croc's new TV campaign and find other Mad-Croc related news, visit <http://www.madcroc.com>

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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!