

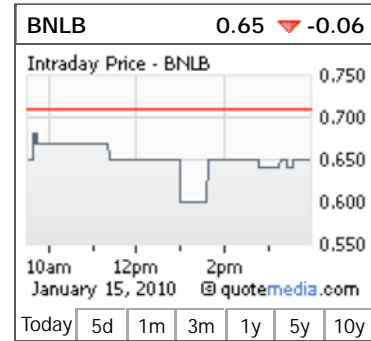
January 14, 2010 - 10:00 AM EST

PRINT EMAIL A⁻ SMALL A⁺ LARGE CHART

Bond Laboratories Continues Midwest March with Announcement of Their First Distributor in Nebraska

Distributor Double Eagle Beverage Launches Resurrection(TM)Anti-Hangover Drink in Lincoln

Jan. 14, 2010 (Business Wire) -- Bond Laboratories, Inc. (OTCBB:BNLB), a premier marketer of healthy food and beverage products, today announced the addition of Double Eagle Beverage, Inc. ("Double Eagle") to its growing list of distributors for Resurrection™ Anti-Hangover drink. Double Eagle, which is headquartered in Lincoln, is the Company's first distributor in the state of Nebraska and evidence of its continued rapid expansion across the Midwest region. With this latest addition, Resurrection™ is now available in fifteen (15) states.



"Double Eagle recognized the value of Resurrection™ Anti-Hangover drink, which has created a new 'hangover prevention' category in the functional beverage market. They moved quickly to begin distribution in late December in order to take advantage of both increased retail activity around the New Years celebration and incremental sales volumes typically associated with category creating products," stated Scott Slocum, President of Fusion Premium Beverages, an operating division of Bond Laboratories. "We are excited about our new relationship with Double Eagle and look forward to continued growth in the state."

"We hit the ground running," said Joe Ouellette, General Manager for Double Eagle. "Give credit to Heidi Larsen, our Non-Alcohol Sales Representative. She knew what the retailers were looking for and was able to secure authorization from many of our local accounts very quickly. What gets me even more excited is the fact that nearly 50% of these outlets have already placed re-orders. I see a phenomenal opportunity for Resurrection™ to drive incremental revenue and profitability growth throughout the entire Double Eagle system."

About Bond Laboratories, Inc.

Bond Laboratories is a premier marketer of healthy food and beverage products. Bond has brought together a seasoned team of highly successful sales and marketing executives with considerable experience in the launch and development of many well known branded products. Bond Laboratories, Inc. is currently focused on developing proprietary products, as well as delivery platforms, that address the needs and concerns of today's consumers. For more information on Bond, go to <http://www.bond-labs.com>.

About Double Eagle Beverage, Inc.

Providing Lincoln and all or portions of the surrounding 12 counties with the finest quality beer and non-alcoholic products, Double Eagle Beverage is a leading beer distributor in Nebraska. The company is based in Lincoln, Nebraska.

Safe Harbor

Statements about the Company's future expectations and all other statements in this press release other than historical facts, are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, Section 21E of the Securities Exchange Act of 1934, and as that term is defined in the Private Securities Litigation Reform Act of 1995. The Company intends that such forward-looking statements be subject to the safe harbors created thereby.

The above information contains information relating to the Company that is based on the beliefs of the Company and/or its management as well as assumptions made by and information currently available to the Company or its management. The company does not undertake any responsibility to update the forward-looking statements contained in this release.

Source: Business Wire (January 14, 2010 - 10:00 AM EST)

News by QuoteMedia
www.quotemedia.com