

# Bond Laboratories, Inc Adds Jeff Jonke to the Management Team of Its Fusion Premium Energy Division

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Bond Laboratories, Inc. [BNLB](#), is pleased to announce today that Jeff Jonke has joined its wholly owned subsidiary, Fusion Premium Energy, Inc., as Vice President of Distributor Development.

“Mr. Jonke brings to Fusion Premium Energy many years of experience and expertise in the Direct Store Delivery channel,” said Scott Landow, CEO of Bond. “Prior to joining us, Jeff was Sr. V.P. of Sales and Marketing for Boo Koo Beverage, where he managed their dramatic revenue growth from \$200K to \$18 million during its first two years.”

“Since inception, Bond Laboratories and Fusion Premium Energy have been committed to staying lean and keeping overhead to a minimum. The current economic climate now affords us the opportunity to acquire experienced talent such as Jeff Jonke, which would not have been previously available. He has spent his entire career in the beverage business, primarily in senior management positions at companies that include Rockstar Energy, Hansen Beverage (owner of Monster Energy), Jones Soda and Arizona Tea. We feel very fortunate to welcome Jeff to the Fusion Premium Energy family, knowing what a key leadership role he can play for us in the all-important Direct Store Delivery channel.”

## 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 consumer. For more information on Fusion(TM) Premium Energy Products, interested persons can go to <http://www.fusionpremiumenergy.com>.

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