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## **Bond Labs Extends Resurrection™ Anti-Hangover Drink Distribution into Tennessee**

### ***Agreement with Cherokee Distributing Adds 2300 Locations in Key Markets***

OMAHA, Neb.--(BUSINESS WIRE)--Bond Laboratories, Inc. (OTCBB: [BNLB](#)), an innovative manufacturer of functional beverages and nutritional products, announced the addition of Cherokee Distributing Company as the latest distributor for its Fusion Premium Beverages. Cherokee is a major beer distributor for Miller Coors in Tennessee. Its territory covers twenty-two east Tennessee counties including the University of Tennessee, a key demographic for Bond's dynamic new Resurrection™ Anti-Hangover drink. With approximately 2300 locations including convenience stores, liquor stores, bars and restaurants, the addition of Cherokee increases Bond's distribution channel by over 10%.

"Cherokee is the ideal distribution partner for Resurrection™," commented Scott Slocum President of Fusion Premium Beverages. "Beer distributors achieve the kind of premium shelf-space essential for volume sales. Recognized leader in Tennessee, Cherokee provides the distribution necessary to insure a successful product launch."

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"Partnering with Fusion provides an exciting opportunity to be a part of the emerging new category for anti-hangover beverages," states General Manager of Cherokee Jeff Knight. "Resurrection™ is an excellent fit with our channel and it is precisely the kind of product that our customers want to sell. The market is ready for Resurrection™ and we believe it can become a leading product for Cherokee."

### **About Bond Laboratories, Inc.**

Bond Laboratories is a manufacturer of innovative nutritional supplements and beverages. The Company produces and markets products through its NDS Nutrition and Fusion Premium Beverages divisions. NDS nutritional supplements are among the most popular products sold in GNC and other retail stores. Fusion Premium Beverages manufactures functional beverages, including Bond's highly successful anti-hangover drink Resurrection™. Bond is headquartered in Omaha, Nebraska and maintains its primary sales operations in Dallas, TX. For more information on the Company please go to <http://www.bond-labs.com>.

### **About Cherokee Distributing Company**

Cherokee Distributing Company is a leading Miller Coors® beer distributor in Tennessee. The company was founded in 1958 and is based in Knoxville. Cherokee Distributing services customers in twenty-two east Tennessee counties through its Knoxville and Tri-Cities locations.

### **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.

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