

Fusion Premium Energy Enters into Joint Distribution Agreement with Vespa Beverages within the Direct Store Delivery Channel

February 5, 2009 9:15 AM ET



Bond Laboratories, Inc. [BNLB](#) announced today that its wholly owned subsidiary, Fusion Premium Energy, has entered into a Joint Distribution Agreement with Vespa Beverages, manufacturer and distributor of Killer Buzz Energy Drinks, as a Direct Store Delivery partner.

“In a major step towards the development of a Direct Store Delivery program (DSD), Fusion Premium Energy Products are very excited to announce our partnership with Vespa Beverages,” said Scott Landow, CEO of Bond.

“The largest DSD programs in our business are dominated by independent bottlers and distributors. It has been a challenge for us to establish the right DSD relationships because the majority of their business is placing bottles and cans in retail coolers. The Fusion 2 ounce Boost by itself (which goes on the front counter) was not typically a fit in their business model. By partnering with Vespa and their Killer Buzz Energy Drinks, we now give these distributors strategic brands in both the 2 oz. shot for the counter and the 8.3 and 16 oz. Killer Buzz Energy Drink cans for the coolers. This is a ‘win-win’ for both companies. Since our products complement each other and don’t compete, we can assist Vespa gaining access into markets where we are already strong and vice versa. By sharing sales resources in such a productive manner, each company essentially reduces their marketing costs by 50%,” concluded Landow.

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>.

About Vespa Beverages, Inc.

Vespa Beverages is a premier marketer and manufacturer of energy drink beverage products. Vespa Beverages offers a very unique line of energy drinks that have a distinct point of

difference. Killer Buzz is loaded with “17” different amino acids and contains 50% less caffeine than most energy drinks. Vespa Beverages has a seasoned team of highly successful sales and marketing executives with considerable experience in the development of many well-known branded products spanning multiple categories. Vespa Beverages, Inc. is currently focused on expanding its distribution base throughout the U.S. and abroad. For more information on Killer Buzz(TM) Premium Energy Products, interested persons can go to <http://www.killerbuzz.com>.

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