

Bond Labs Accelerates Marketing Activities for Resurrection

Over 600,000 Cans Shipped into Resurrection's Distribution Channel During First Six Months



Companies: [Bond Laboratories, Inc.](#)

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OMAHA, Neb.--(BUSINESS WIRE)--Bond Laboratories, Inc. (OTCBB:[BNLB](#)), an innovative manufacturer of functional beverages and nutritional products, today announced that throughout March the company aggressively ramped up marketing activities for its Resurrection™ Anti-Hangover drink. In only six months since Resurrection's launch, Bond's Fusion Premium Beverages division has signed agreements with nearly seventy distributors and shipped over 600,000 cans of product. Fusion has also initiated a range of strategic marketing initiatives in order to build consumer awareness for the product and support its rapidly expanding distribution network.

- March 8-10 (Las Vegas NV): Fusion showcased Resurrection at the International Nightclub and Bar Show in Las Vegas. The response was phenomenal and demand for samples was so high that a second shipment was ordered within the first few hours of the event. This event resulted in numerous leads from bars, restaurants and nightclubs from 32 states and five countries who expressed interest in selling the product. Leads from marketing activities are provided to Resurrection™ distributors to support their account development efforts.
- March 12-21 (Austin, TX): Fusion attended the annual South-by-Southwest (SXSW) Music and Media Festival with Austin-based distributor Centex Distributing. SXSW is a major international music festival attracting nearly 2,000 musical acts, more than 13,000 music industry professionals, and over 100,000 music fans. In conjunction with the show, Fusion and Centex jointly participated in a marketing blitz that resulted in over 100 new Resurrection™ accounts.
- Spring Break 2010 (South Padre Island, TX): Fusion Premium Beverages conducted an aggressive marketing campaign for Resurrection™ during this traditional event where over 150,000 college students descend on to the island. During the event, Fusion and its local distributor, L&F Distributing, blitzed the local market and developed a number of new Resurrection™ accounts. In addition, Fusion had two very active sampling teams that hit every key hot spot and event.
- Zane Crawl Official Sponsor (New York City, New York): Resurrection™ was chosen in March to become an official sponsor of Zane Crawl in New York City. This event was hosted by Zane Lamprey, the comedian, actor and host of the popular series "Three Sheets on the Fine Living Network." The Zane Crawl was an exclusive event held in NYC that promoted the flavor and experience of the authentic international bars and restaurants that make up New York. The sponsorship provided outstanding exposure to a select, target audience for Resurrection™.

"Over the past month we have aggressively accelerated our promotional and market development efforts," commented Fusion President Scott Slocum. "We are extremely encouraged by the consistently positive responses we have been receiving from consumers. We believe this is the ultimate market validation for the product."

About Bond Labs

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® franchise retail stores. Fusion Premium Beverages manufactures functional beverages, including the highly successful hangover prevention 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>.

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.

Contact:

Investors:
Surety Financial Group, LLC
Warren Rothhouse or Bruce Weinstein
410-833-0078

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