

Resurrection Enters NYC with On-Premise Promotional Blitz

Kicks off Nationwide Field Marketing Campaign to Build Brand Recognition

OMAHA, Neb.--(BUSINESS WIRE)—July 21, 2010 – Bond Laboratories, Inc. (OTCBB:[BNLB](#) - [News](#)), an innovative manufacturer of functional beverages and nutritional products, today announced that its Fusion Premium Beverages division has introduced its hangover-prevention drink Resurrection™ to the New York City market through a series of on-premise promotions at numerous Manhattan nightspots.

The company has executed over a dozen on-premise promotions this past month in some of the most popular nightclubs, lounges, and bars in the city. The recent blitz consisted of promotional events in A-list venues where hospitality teams engaged customers in sampling product and gathering feedback. Additional events are planned at other A-list bars, nightclubs and outdoor venues for the remainder of the summer and into the fall. All of this complements the off-premise roll out the Company is pursuing in convenience stores, liquor stores and other specialty retailers throughout the city. Fusion will continue to expand its on-premise and off-premise promotional activity across the country in a concerted effort to build the brand awareness of its hangover-prevention drink Resurrection™.

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.

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