

Resurrection Sales & Product Availability Continues Rapid Growth in Dallas/Fort Worth Area

Reorders Show Growing Consumer Acceptance, Suggests Strong Nationwide Market

OMAHA, Neb.--(BUSINESS WIRE)--Bond Laboratories, Inc. (OTCBB:[BNLB](#) - [News](#)), an innovative manufacturer of functional beverages and nutritional products, today announced that its Fusion Premium Beverages division, maker of the popular anti-hangover drink Resurrection™, has reported continued strong sales and availability for the beverage throughout the Dallas/Fort Worth (DFW) region, its most mature regional market.

Since the original launch of Resurrection ten months ago in the Dallas/Fort Worth metropolitan area, Fusion continues to receive sizable, regular reorders. In product penetration and sales effectiveness, DFW has become a model territory for the nationwide rollout of Resurrection. The region has attained both the highest density of retail accounts and the highest levels of product adoption.

“The first case of Resurrection sold was right here in Dallas,” commented Chuck Spinella, Fusion Regional VP. “We now have over 300 accounts in the area, including key chains such as Majestic Liquor, Quik-Way, Beverage City Stores, Passport, TOMMY’s Stores, Super Save, Centennial Liquor and hundreds of other locations throughout the area. We believe that sales performance in the region so far suggests a strong, vibrant nationwide market for Resurrection.”

“Sales in the Dallas area are increasing 15% each month, far exceeding expectations,” added Mr. Spinella. “We have accounts selling 4-5 cases a week, and retailers regularly call me in response to customer requests. It is not uncommon for customers to purchase product by the case. We now have customers that won’t even consume alcoholic beverages unless they drink Resurrection first, exactly the kind of brand loyalty essential to create a blockbuster 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:

Investor Contact:

Surety Financial Group, LLC

Warren Rothhouse or Bruce Weinstein

410-833-0078