

# **Bond's New Embrace Diet Kit and N-Test 600 Products Generate Strong Sales in First Month**

*Combined Product Revenue Tracking at over \$1.0 Million Annual Rate*

OMAHA, Neb.--(BUSINESS WIRE)--Bond Laboratories, Inc. (OTCBB:[BNLB](#) - [News](#)), an innovative manufacturer of functional beverages and nutritional products, today announced strong initial sales of its NDS Nutrition division's newly released Embrace Diet Kit and N-Test 600 supplement. In the first three weeks after starting shipments, NDS reported that its entire initial inventory of N-Test 600 had sold out. NDS also revealed that it has begun filling reorders for both Embrace and N-Test 600. The sales performance of N-Test 600 & Embrace combined is already tracking at an annualized revenue rate of over \$1.0 million dollars a year. This makes Embrace and N-Test 600 the most successful new NDS product launches of 2010. For the fiscal year 2009 Bond had total sales of \$8.73 million dollars. Embrace and N-Test 600 alone are on track to add more than an 11% increase to 2009 revenue. "Last year we had an outstanding launch with Resurrection™, and now both Embrace and N-Test 600 are really taking off," commented Bond CEO, John Wilson. "As we continue to implement our product innovation strategy we anticipate that the frequency of new product introductions will accelerate."

## **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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