

Resurrection™ Signs Gladiator Beverages in NYC to Initiate Immediate Supply to Manhattan and Long Island

Distribution in Largest Metro Market Follows High-Impact Promotional Blitz

OMAHA, NE - August 31, 2010 - (BUSINESS WIRE) — Bond Laboratories, Inc. (OTCBB: BNLB), an innovative manufacturer of functional beverages and nutritional products, today announced that its Fusion Premium Beverages division has signed Gladiator Beverages to supply Manhattan and Long Island with its popular Anti-Hangover drink Resurrection™. The New York metro region is the largest single market in the country, with a population of nearly 20 million. Resurrection's successful penetration of this market is among the leading strategic milestones in Fusion's nationwide roll-out.

Just last month Fusion introduced Resurrection to NYC through a series of successful on- and off-premise promotional blitzes at some of the most popular A-list nightclubs, lounges, bars and retailers in the city to stimulate demand for the drink. Response from the trendsetters in these venues was outstanding, providing strong validation for the brand. Fusion's ongoing marketing initiatives continue to generate overwhelming positive feedback from customers, as well as enhancing channel support among retailers and distributors.

With Gladiator Beverages as its distribution partner, Fusion is now able to supply Resurrection into the Manhattan and Long Island areas. This will provide broad product availability to support growing demand as a result of the company's hands-on marketing initiatives.

“The launch of Resurrection into the Big Apple is a seminal event in our nationwide roll-out,” comments Fusion Senior VP, Dan Wilder. “This single mega-market has the capacity to dramatically expand our current product sales. New York is also a trend setting market and adoption here carries enormous popular credibility for Resurrection.”

“Over the course of my 20 years in the beverage business, every so often a new category emerges, such as Energy Drinks and Vitamin Enhanced Waters,” said Gladiator Beverages President, Mr. Paul Giarletta. “With Resurrection I am once again seeing a unique new class of beverage emerge, the Anti-Hangover drink.”

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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