

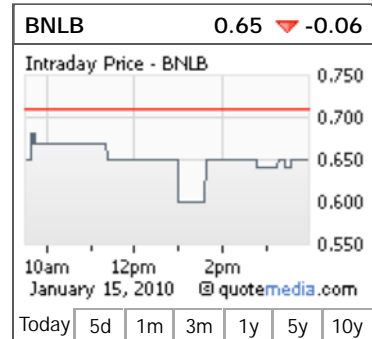
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Bond Laboratories Announces New Coors(R) Distributor in Texas

Bill Reed Distributing, LLC to Distribute Products for FusionPremium Beverages

Oct. 27, 2009 (Business Wire) -- Bond Laboratories, Inc. (OTCBB:BNLB), a leading manufacturer and marketer of proprietary beverage products and health supplements, today announced the addition of Bill Reed Distributing LLC to its distribution network for Fusion Premium Beverages. A full-service Coors® distributor operating since 1965, Bill Reed Distributing delivers Coors® beers and a variety of non-alcoholic beverages to on-and-off-premise accounts throughout Abilene, TX and the twelve surrounding counties.



"This latest addition expands the reach of our Fusion Premium Beverages' distributor network, which now has access to greater than 9,000 on-and-off-premise accounts nationwide," stated Scott Slocum, President of Bond Laboratories' Fusion Premium Beverages division.

"We originally met Mr. Slocum at the NBWA show in Las Vegas earlier this fall. We are excited about our new partnership with Fusion Premium Beverages, and the opportunity it provides to expand our products to include new, innovative and functional beverages. This will offer incremental value to our growing customer base," stated Charles Hughes, General Manager of Bill Reed Distributing.

About Bond Laboratories, Inc.

Bond Laboratories is a national provider of innovative and proprietary nutritional supplements and beverage products for health conscious consumers. The Company produces and markets its products through its two operating divisions – NDS Nutrition and Fusion Premium Beverages. NDS manufactures and distributes a full line of nutritional supplements to support healthy living through a variety of retail channels including GNC franchisee locations located throughout the United States. Fusion Premium Beverages distributes a line of health and energy beverages to support and promote an active lifestyle. Bond Laboratories' operating divisions are led by a team of highly experienced sales and marketing executives with considerable expertise in the development, launch and distribution of branded products in the nutritional supplement and beverage sector. Bond Laboratories 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>.

About Bill Reed Distributing, LLC

Based in Abilene, TX, Bill Reed Distributing, LLC is a leading Coors® beer distributor focused on Abilene and the twelve surrounding counties.

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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