



REALBEANZ ICED COFFEE REACHES MAJOR DISTRIBUTION AGREEMENT WITH INDUSTRY LEADER HONICKMAN GROUP

Brooklyn, NY (March 4, 2013) – RealBeanz Iced Coffee has announced its largest distributor partnership to date with The Honickman Organization to distribute the iced coffee infused with natural vitamins. Under the agreement, Honickman will bring the wildly popular iced coffee beverage to stores in Delaware, Maryland, New Jersey, Pennsylvania, Virginia, and Washington D.C.

Honickman, based in Pennsauken, N.J., is one of the nation's largest privately owned bottlers and distributors of soft drinks, water, tea, juice, and energy and sports drinks. Its beverage portfolio includes leading brands such as Arizona, Glaceau, Snapple, Canada Dry, Sunkist, A&W and 7-Up.

"We are very excited that we are working with The Honickman Group," stated Serge Freund, Co-Founder and President of RealBeanz. "They have proven time and time again they know how to build brands in their markets. As our new distributor, we believe that The Honickman Group will be the perfect fit for RealBeanz and continue to get us a bigger market share on the east coast."

RealBeanz is a remarkable ready to drink iced coffee that does more than just satisfy your taste buds – it helps you get through the day and enhances your lifestyle without subjecting your body to harmful chemicals or unhealthy ingredients.

Consumers today are seeking coffee-based beverages that are big on flavor, high on quality and perfect for their health-conscious lifestyle. RealBeanz is proving to be the savory solution consumers have been looking for.

RealBeanz is available nationwide at most Whole Foods locations, select Safeway stores, gourmet retailers, various supermarkets and upscale stores.

ABOUT REALBEANZ™:

Founded in 2010 in Brooklyn, New York, RealBeanz is a ready-to-drink gourmet iced coffee company combining premium-brewed beans and reduced-fat milk (rSBT free) with functional ingredients such as vitamins and herbs. Currently available in seven flavors and personalities – Cappuccino/Energize, Caramel/Focus, Vanilla Nut/Relax, Mocha/Resist, Diet Cappuccino/Trim & Fit, Cappuccino with Coconut Water/Refresh and Dark Roast with Coconut Water/Refresh. Each variety aims to satisfy health-conscious consumers without the extra calories while helping to

enhance their lifestyles. For more information, please visit www.realbeanz.com,
“like” RealBeanz on Facebook and follow on Twitter @RealBeanz.

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