



# DMD Produces First Energy Drink in a Capsule

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*Retailers are now cashing in on energy drink products in a new way. High profits are available when selling an "Energy Drink in a Capsule". Customers purchase "the energy drink formula capsules" at the same time as their favorite non-energy beverage, resulting in two sales rather than just one.*

PR9.NET August 01, 2006 - INDIANAPOLIS – DMD Pharmaceuticals, a division of Dickey Consumer Products, Inc., is proud to be the first company to manufacture an energy drink formula in a capsule. Less expensive and more convenient than the average cup of gourmet coffee or energy drink, Peptime Xtreme T Energy Capsules offer all the benefits of an energy drink without all the added sugar and inconvenience.

Each energy drink capsule is small and easy to swallow. Peptime Xtreme T contains a mixture of pharmaceutical-grade caffeine with Taurine, which is represented in the name Extreme "T," but it also contains niacin and vitamin B complex. "Energy drink consumers recognize Taurine as one of the key active ingredients," says Greg Cruse, Director of Sales and Marketing at DMD Pharmaceuticals.

"With the dietary supplement business in transition, this new energy drink formula with Taurine is poised to dramatically energize the dietary supplement category. Energy drinks have exploded to a \$4 billion business, which is still growing."

"We see this as an excellent opportunity to grow the category. In addition to dietary supplement users looking for the latest formula, a portion of the growing base of energy drink consumers tell us the savings and convenience of an energy drink formula in a capsule is highly attractive," Cruse explains.

Television advertising is being tested and a national rollout begins this summer. This product is available in 4-count blister pack and 20-count bottles, both in new point-of-sale displays.

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## About DMD Pharmaceuticals

DMD is one of the leading marketers of over-the-counter pharmaceuticals and dietary supplements with distribution in over 50,000 convenience stores nationwide. The Peptime family of energizers and other leading DMD dietary supplement brands include Ephrine Plus High Energy, Ultra Ephrine Plus, and Ginseng Vita Blitz.

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## About The Hayes Group

Internet Marketing and Search Engine Optimization - consulting and services for companies throughout North America.

Marketing Strategies and website design expertise which includes:

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- Branding/Corporate ID Development Efforts
- Database Development, Maintenance and Usage
- Integration of Traditional Sales Strategies
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- Response Mechanisms

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