



New Relaxation Beverage: ViB™ (Vacation in a Bottle) Announces Launch

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ViB™ (Vacation in a Bottle) is a brand new relaxation beverage made from all-natural ingredients which helps to relieve stress, calm the mind and the senses and help you to relax. ViB™ was officially launched in April of 2008 and is available in 1200 locations in Texas, and soon will be available nationally. Due its all-natural ingredients and its low-cal, low-carb intake, ViB™ is the perfect drink to indulge in when you are trying to relax after a long and stressful day; it can also be the perfect mixer for your favorite drink at the bar.

ViB™ has recently teamed up with Blake Andrews, of powerhouse Andrews Distributing, is building the non-alcoholic division and proudly announced that ViB™ will be in 236 7-Eleven locations by the end of the year.

PR9.NET August 11, 2008 - Dallas, TX - In the rushed world of today it seems that all you ever hear about—with regards to new beverages and soft drink launches—are those that offer a boost of energy. All of them make lofty promises that they will indeed jack up your senses, wake you up, and give you that extra energetic boost that you have been lacking to better help you make it through the day. The energy drink market has become entirely oversaturated in just the past decade alone, as numerous beverage companies all jump on the bandwagon, trying to tap into this growing industry.

But what's on the other side of the coin? What about when the day is over and you need to just kick back and relax? Thankfully a brand new company has created a new relaxation beverage which they call ViB™ (Vacation in a Bottle.) This never-before-seen relaxation beverage helps to calm your senses, relieves stress and helps to balance the body.

ViB™ accomplishes this by using a combination of the right nutrients, antioxidants, vitamins and minerals, which calms and de-stresses the mind, and provides for a natural state of relaxation. And, unlike the many energy drinks currently on the market, which have to compromise taste for energy boosting elements, ViB™ offers refreshing and all-natural flavors—like sparkling pomegranate and berries—a lightly carbonated, low-cal and low-carb escape from the stresses of your daily routine.

ViB™ has only been on the market for 120-days and is already offered in more than 1200 locations in Dallas, TX alone. Due its natural ingredients and low-stress mental benefits, many celebrities have been eager to jump on the relaxation train by endorsing the product, and even by investing their own money into the company.

"Once ViB™ was created, our idea was to involve high-profile people that could not only invest, but promote the product," says Travis Hollman, ViB™ co-founder, "It worked out great! Jessica Simpson is an investor and was shown in People Magazine drinking it at boyfriend Tony Romo's birthday party. Dallas Cowboys Jason Witten & Bobby Carpenter, Ex-Cowboy Marco Rivera and Dallas Mavericks GM, Donnie Nelson, are all personally invested," says Hollman, "This really gave us validation on all the work that we put into the product, and reassured us that we are really on to something special!"

The word is beginning to spread far and wide in the celebrity world, especially amongst professional athletes that are always looking for a way to tone down their heightened energy levels after a long day of working out.

But athletes are not the only ones that are lauding the relaxation benefits of this new drink. Jack Ingram's Tour Manager had this to say about ViB™ after a recent Ingram Dallas, TX concert, "For the record, the preferred drink on our tour bus tonight is ViB™ and Vodka; Jack absolutely loves it!"

Perhaps the biggest attraction to this beverage is the fact that it promises only to help you relax. With a wide array of products currently on the market that offer quite the latter, it is no surprise that ViB™ is already taking the beverage world by storm.

Tantamount to this is investor Jack Matthews, of Matthews Southwest, who says, "In a world where people are climbing over people to get the greatest rush, only ViB™ sits back in the shade laughing at all those other people."

If you are unable to find this amazing new beverage in a retail store near your area, do not fret. This revolutionary beverage will be available in most retail stores in the very near future. Blake Andrews, of powerhouse Andrews Distributing, is building the non-alcoholic division and proudly announced, "ViB™ has just signed a deal and will be in 236 7-Eleven's starting on August 25th, 2008," says Andrews, "And then we will be moving into other chains."

To promote the many relaxation elements of their new product, ViB™ has announced that they will be hosting a national essay contest, available for those 18 years of age and older, residing in the US. This essay sweepstakes contest will be surrounding the topic of "What is your idea of the perfect vacation?" The grand prize winner will be awarded an all-inclusive vacation to Acapulco, Mexico, courtesy of ViB™.

For more information about this revolutionary new beverage, please visit: www.drinkvib.com

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About ViB

The mission of ViB™ is to provide the finest-tasting beverages, which places the consumer in a state of relaxation and stress-free relief.

ViB™ is a new relaxation beverage company that has been in business since the first quarter of 2008. The official product launch occurred in April of 2008. ViB™ is already in 1200 locations in Dallas, Texas, and plans for a national launch of their products over the remainder of the 2008 fiscal year. ViB™ is the first and only relaxation beverage on the planet. It calms the senses and relaxes the body by using a combination of nutrients, antioxidants, vitamins and minerals. ViB™ will be holding an essay sweepstakes contest on the topic of "What is your idea of the perfect vacation?" The winner will be awarded an all-inclusive vacation to Acapulco, Mexico, courtesy of ViB (Vacation in a Bottle).

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