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**ViB Holdings LLC Announces Distribution Deal with  
7-Elevens in California**

Dallas, TX, November 2, 2009 — Distressed Californians have an early Christmas present coming. Beginning today, more than 850 7-Eleven locations in southern California will sell the trendsetting relaxation beverage, ViB, short for Vacation in a Bottle.

California has been arguably one of the hardest hit states from the economic downturn. The state's unemployment rate hit 12.2 percent in September and the housing market is far from a bounce-back.

In addition to the unfavorable economic conditions, *Forbes* ranked Los Angeles the second most stressful city in the country due to its high cost of living and population density. So what are Californians to do?

"There's no doubt about it. Californians are stressed and we want to help them relax and unwind. We're not a quick fix for the housing crisis or a government stimulus plan, but we have a great tasting, feel-good product that everyone can enjoy," says Travis Hollman, co-founder of the leading relaxation beverage, Vacation in a Bottle.

The retail distribution deal includes more than 850 7-Elevens in 218 southern California cities from San Diego through Orange County, Los Angeles and San Luis Obispo. ViB's two flavors, the original Pomegranate and the new Mango Lime, will retail for \$1.99 at participating stores.

The leading relaxation beverage has garnered the attention of west coast consumers and A-List celebrities with its healthy ingredients and feel-good effects. Plus, now that ViB has teamed with California 7-Elevens, it is more affordable and convenient than ever.

"We are proud to collaborate with such a well-established powerhouse like 7-Eleven. When it comes to convenient locations and high-quality products there's no better place for our brand to be. With this new distribution agreement with 7-Eleven we are one step closer to helping America de-stress," explains Hollman.

"This is an exciting time for ViB. We are launching new markets everyday and we're happy to announce that ViB sales are up 252-percent this year," says Hollman.

For more information about ViB and participating 7-Eleven locations, please visit [www.vacationinabottle.com](http://www.vacationinabottle.com) or [www.7-eleven.com](http://www.7-eleven.com).

**About ViB**

Dallas entrepreneurs Travis Hollman and Johnny Dela Valdene know a few things about fun. Right on the heels of their hit toy, The Marshmallow Shooter, the fun-preneurs are at it again with their latest creation, ViB (Vacation in a Bottle).

ViB [pronounced Vibe] is leading the next drinkable trend: the relaxation beverage. Hollman and Valdene launched ViB after seeing a growing backlash against the energy drink market. ViB's main ingredient is the amino acid L-Theanine, the same ingredient that gives green tea its calming effect. Combined with other amino acids and B-vitamins, ViB is a low-sugar, no caffeine, lightly carbonated beverage that relaxes, while increasing focus and concentration.

And, ViB has tremendous star power behind it. **Jessica Simpson** says, "Vacation in a Bottle is the most refreshing surprise. With my crazy schedule "ViB" helps me to relax and stay focused. I feel less stressed and more balanced after just one."

ViB has been the relaxation beverage of choice in many late night and reality show green rooms. Celebrity investors include: Cincinnati Bengals sensation **Roy Williams**, Dallas Stars' Forward **Mike Modano**, Mavericks' President **Donnie Nelson**, Phoenix Suns forward **Amar'e Stoudemire**, and Green Bay Packer Great, **Marco Rivera**.

ViB is available nationwide at major retailers including 7-Eleven, Arco AM/PM, QuikTrip, Albertsons, United Market Street and many other independent retailers nationwide.

For more information about ViB and ViB Holdings LLC, visit [www.vacationinabottle.com](http://www.vacationinabottle.com) or follow ViB on Twitter @drinkvib. Or, visit our official fan page on Facebook at ViB – Vacation in a Bottle.

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