

revive

healthy energy mints

One Mint = One Energy Drink + Antioxidants

Healthy Energy Herald

February Event News

Chilly Cheeks Duathlon

Last weekend, the Revive® team joined hundreds of athletes and other exhibitors at the Cherry Creek State Park for the last leg of a 3-part series called the Chilly Cheeks Duathlon Series. Despite strong gusts of wind throughout the half-day multi-sport event, sunny weather conditions allowed for athletes to properly prepare for and perform during the featured competitions. Some athletes reached for a Revive sample in preparation of the 10 mile paved bike ride and 4 mile road & trail run ahead of them, while others sought the powerful boost of energy found in Revive® healthy energy mints as an energy recovery aid after the race. Alongside other well-known exhibiting brands like Mix 1, Muscle Milk and Sketchers, the Revive team distributed hundreds of samples to the participants and spectators at the sold out event. The team looks forward to sharing healthy energy with hard working athletes at the next duathlon event series. To drive local brand awareness and exposure, look for free and fun sampling opportunities in your area!



USS Cunningham Retains IBF World Champion Title



Official Revive® endorser and world champion boxer Steve 'USS' Cunningham defended and upheld his second reign as the IBF Cruiserweight Champion of the World on February 12th in Muelheim, Germany. Dubbed the 'road warrior' by the boxing community, the Philadelphia native is known for accepting challenges on opponents' home turf. It was no surprise therefore that Cunningham made the journey to Germany to face off against Serbian boxer Enad Licina for the first fight with the Cruiserweight Championship world title on the line. Despite a slow start for Cunningham, the American veteran's endurance, tactic and undoubtedly the healthy energy of Revive® energy mints motivated a 12-round, unanimous decision of victory and reinforced his prestigious world champion status.

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Revive Energy Mints: "Get the boost without the Bull!"

Revive Media Center

The Revive Media Center is the newest addition to the online distributor resource site and is comprised currently of three audio and audio-visual Revive® media pieces: the redeveloped Revive® television commercial, the Revive radio commercial and audio training recordings, 'Listen & Learn'.

To convey a uniform, succinct message through extensive reaching media outlets, the Revive television commercial and radio commercial each relay the same content. Central to the commercial's purpose is overviewing the key the product benefits of Revive® healthy energy mints and demonstrating how the mints compare to other leading energy drinks with regards to effectiveness, health and cost. Specifically, the redesigned Revive commercial places a greater emphasis on identifying both the similarities consumers should draw between Revive and other products, such as comparable energy levels, as well as the distinguishing attributes, health-boosting ingredients and lower cost, that brand Revive® energy mints as a superior energy product. Simplification of comparisons in the commercial creates initial consumer association of Revive with other energy products followed by subsequent beneficial differentiation will sway purchase decision in favor of Revive® healthy energy mints. In addition, each commercial has consumer call-to-action potential that can drive Revive product sales in your area.



The final screen shot of the Revive® television commercial offers a consumer call-to-action of, "Ask for it today at a store near you," that will not only drive sales of product in current Revive-carrying locations but also generate retailer interest in placing product as consumers ask specifically about Revive® energy mints, the new, healthy energy boost product they saw on television. The television commercial is accessible on either the Revive distributor resource site or at www.reviveboost.com. Also, keep your eyes out for a Revive television commercial that runs on popular networks nation-wide.

Utilize the radio commercial in your community to develop local brand awareness and consider customization to include a business telephone number, mention of locations where Revive is for sale, or mention of a special store promotion with purchase that will provide a next step for intrigued consumers to take. The Revive radio commercial is accessible on the distributor resource site. Turn interest and a demand for energy into Revive product sales in your affiliated stores today!

Whether or not you have seen or listened to the 'Listen & Learn' section on the distributor resource site before, return to the reintroduced educational section for advice on beginning & growing your business, new ideas for strategic planning and reinforcement of important concepts for developing your business. Back by popular demand, the section is divided into two calls with different distributors in an interview-style forum that addresses key issues faced by all distributors and franchisees, particularly with regards to starting the business. What distinguishes 'Listen & Learn' as an effective resource aid is the organization and breakdown of each call that allows for website-visitors to listen in on a specific piece of a call, such as Best Locations, Placement Obstacles, Service Machines etc. Utilize this informative, convenient and simple section to save time and multitask. All you need is a free ear and a specific subject matter in mind to tune into Revive® online audio training.

Coming Soon: More Audio Training

Look out for more audio training on the distributor resource site in the next couple of months. A tremendous amount of positive feedback regarding the 'Listen & Learn' has prompted a plan to incorporate audio training recordings throughout the distributor resource site to address all major sections and subjects for building your business. Recorded coaching calls, interviews, and podcasts with Paul Haverstick will soon be featured in conjunction with textual content and broken down, just as the sections are now, into Vending and Retail. To compliment the content-heavy sections for the purposes of clarity and convenience, a brief follow-up audio clip to summarize, highlight and simplify the associated material will be provided in a link at the bottom of the corresponding section. Keep an eye out for these audio trainings that will ease the educational process of starting, establishing and expanding your business.

New to Online Ordering: Revive Stickers

As part of a continuous goal to bring franchisees high quality, effective point of purchase items at low cost, we are redeveloping and redesigning many for-sale marketing products. This month, in coordination with the discontinuance of the Revive Window Clings, we have added the new Revive Sticker to the online ordering site. Similar to the cling, the Revive Sticker is 4" x 6" and designed to stick to windows and doors of locations carrying Revive® energy mints as a tool for stimulating intrigue and generating product sales. Graphically, the sticker features the same artwork and as the cling with a large Revive logo & accompanied tag lines, a big and bold 'SOLD HERE' and pictures of the 2 pack and the 8 pack. Made of 70lb adhesive stock, the Revive sticker is thick and durable for long-lasting application to glass surfaces. The most significant difference between the previously sold cling and the new Revive® sticker is the price as this attractive decal costs just \$2.00! Stickers are sold in quantities of five, so get five of your retail locations hooked up with an attention-grabbing point of purchase sticker for just \$10.00 today.



Welcome New Franchisee Tim F. of MS

This month we welcomed Tim Fowler of Mississippi to the Revive Franchise team. Tim is a dedicated man with strong ties to his community, proud owner of a successful family business and goal-oriented entrepreneur that could not be more excited to put his ideas for franchise development into action. Tim knows quite a bit about building a business from ground up after devoting fifteen years to establishing his own pressure washer business, the success of which provided him with the resources he needed to jump into the Revive franchise opportunity. In talking to Tim, what is possibly more important to him than the financial achievement of the washer business is that he is able to pass on control of the business, with ease, to his 19 year old son. Tim could not be more proud and confident that his son will effectively manage the now family business as he directs his experience and know-how toward a new, exciting opportunity.

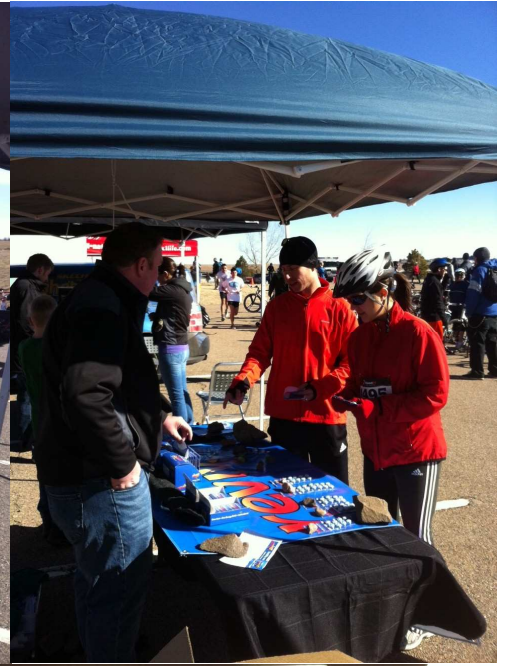
In establishing his pressure washer business Tim also gained industry insight that ultimately turned him onto the concept of Revive® energy mints. His long-standing career in the physically demanding service industry, Tim says, exposed him to the unmistakable utility provided by energy boosting products and the immense demand therefore that exists for them. Knowing first-hand about the significance and magnitude of energy products, Tim realized right away that Revive® energy mints are the low cost energy source solution that the market was missing. Tim plans to execute development strategies that he learned in building the pressure washer business to design goals for gradual growth of his Revive business. Wrapping a fleet of vans with Revive logos and attending an industrial show this month are just a couple of ideas that Tim is currently putting into action. Future plans Tim envisions for his business and associates with reaching large-scale retail placement include a separate office and connected product warehouse as well as television advertising. We can't wait to see what this Mississippi-bred idea man comes up with as he grows his Revive franchise!

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You can probably picture this sharp-looking Revive race car hurtling down a track at high speeds, but what might be difficult to envision is 6 year-old Graham Hollar in the driver's seat. Graham races in the King of Clay Championship, competing in a number of race series in and out of state. Heading into the North Carolina competition series Graham is currently sitting 2nd in his class for points. Chase down that championship Graham, the Revive® team is rooting for you!



Send Us Your Pictures

We want to show off what all of our distributors and franchisees are doing for the Revive brand. Send us pictures from events, trade shows and samplings as well as any customized brand initiatives such as flyers, prints ads or a wrapped race car. We will post your pictures on our company websites and affiliated social media sites. The additional exposure of your marketing and branding efforts will increase notoriety of Revive® energy mints around the world, so snap, click, flash and email us pictures from your camera or phone!



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