



Relaxing Experiences®
Relax your Body, Free your Mind®

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FOR IMMEDIATE RELEASE

NEW PRODUCTS: RELAX YOUR BODY, FREE YOUR MIND® with KAVAZEN® RELAXING EXPERIENCES®

December 11, 2008 (Berkeley, CA) – ‘Kavazen® Relaxing Experiences®’ and its ‘Lite’ version, are truly original ‘99% organic’ functional drinks. Unique in taste and function, Kavazen® are both refreshing and relaxing, defining a new market segment amongst functional drinks, the fastest-growing segment in the beverage industry. Kavazen® are Relaxing Energy™ kava drinks. An alternative to alcohol and a complement to caffeine, Kavazen® drinks are carefully balanced for the needs of modern times, allowing quick and easy relaxation, without sedation.

When you seek fast-relief for stress, anxiety and physical tension, but want to be clear-minded, focused, and not sedated—what are your options? ‘Relaxation’ has become a synonym for ‘sedation’, as in alcohol and pharma drugs, and for ‘time-consuming’ activities such as sleep, vacation and spa-time. Yet, research shows us that a state of relaxed alertness allows us to live better and work smarter. Kavazen® has been described to act as a virtual massage or the early stages of meditation. Enabling calm, mental clarity and focus, Kavazen® quickly washes away stress, mild anxiety and physical tension—enabling a sense of calm and relaxed alertness.

Kavazen® drinks are now certified ‘99% Organic’ by Oregon Tilth. Kavazen® is made with organic fruit juice and botanicals, selected premium Kava, vitamins and stevia, using custom proprietary processes carefully optimized for taste and function. Kavazen® is conveniently packaged with two servings per 10oz eco-friendly glass bottle, reclosable with a metal lug cap. The main active ingredient in Kavazen®, Kava root, is non-addictive, without tolerance buildup, and with a very high safety record, well established by thousands of years of consumption and the debunking of bad science published and propagated in Australia, 1988 and Europe, 2001.

From its origins and early development in a home kitchen in Berkeley in 2000, Kavazen® has been available in a limited distribution to several Northern California natural food stores, continuously since 2001. The prolonged market test and product development phases resulted in the recent design of two original drinks by Pedro Coelho, the CEO and founder of Kavazen Inc. After moving from Portugal to California in 1989, Pedro graduated from U.C. Berkeley in 1994, and N.Y.U. School of Law in 1997. Working independently, and initially in his spare time, Pedro started Kavazen Inc. to empower consumers with innovative functional food products designed to address mind-body needs, such as for relaxation without sedation.

Pedro first enjoyed Kava when at dinner, and in a conflict resolution ritual, with Fijian families in California. Seating in a circle around a Kava bowl and a master of ceremony dispensing a coconut half-shell filled with the bitter root drink, Pedro tasted the essence of Kavazen, which he likes to describe as “a wonderful social drink and truly unique personal relaxation tool”. Kava is best described by anthropologist E.M. Lemert: “Kava quiets the mind; the world gains no new color or rose tint, it fits into place and in one easily understandable whole.”

The sustainable agriculture that Kavazen supports is integral to Pacific Ocean societies. Kavazen will donate 10% after-tax profits over 4M to humanitarian and environmental causes. Kavazen Inc. welcomes inquiries from bottlers and distributors.

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