

New

Introducing
All Natural

Vitamin Charged
title
V-10



Presented to **GNC**



Title V10 All Natural Difference

Title V10 Delivers More than the three leading brands combined!

- **More Vitamins** than **Vitamin Water**
- **More Minerals** than **Vitamin Water**
- **MORE ELECTROLYTES** than **Gatorade**
- **MORE ENERGY** Naturally than **RED BULL**

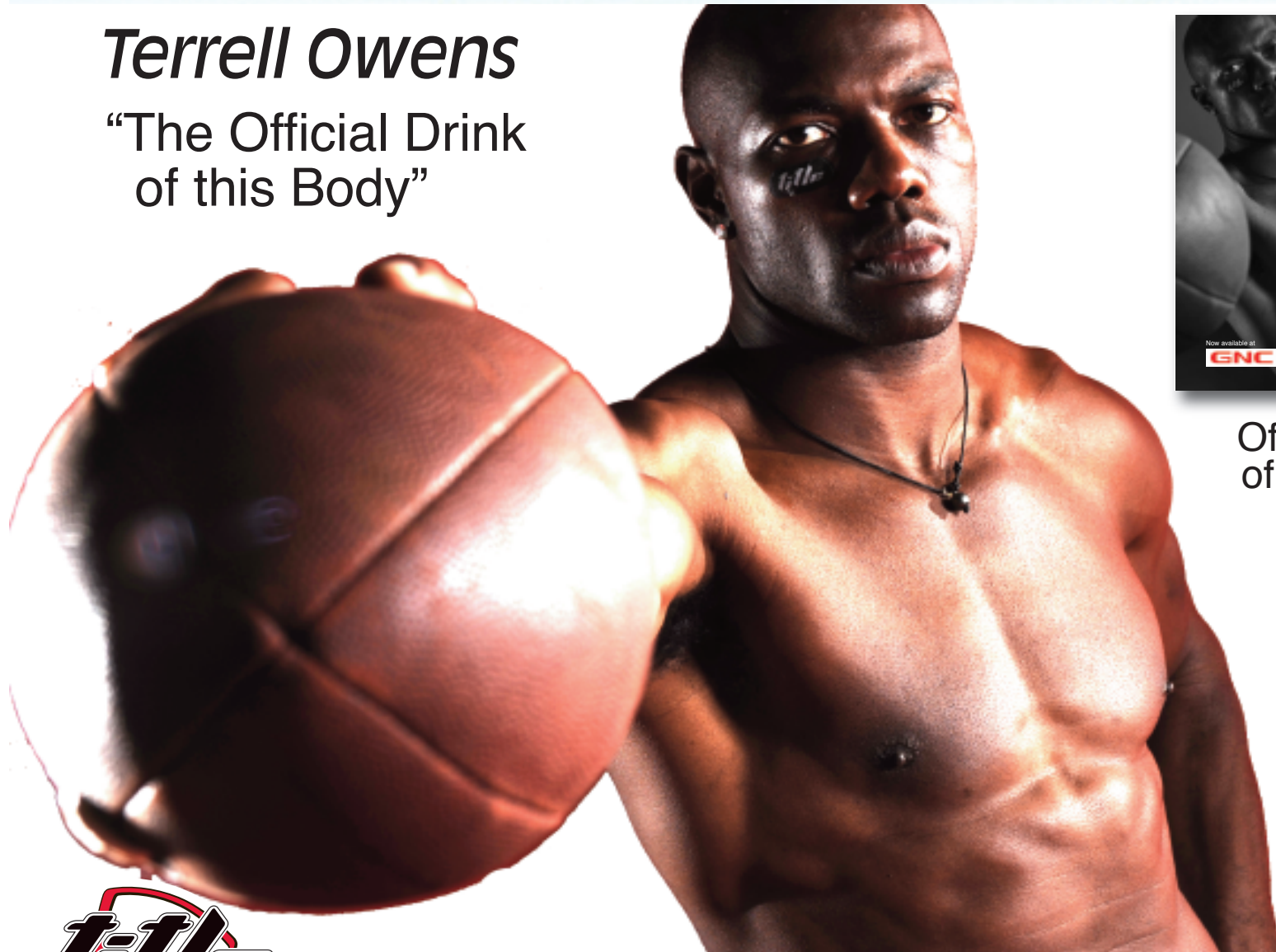
Over 100% RDA Per 20 oz. Bottle of
Vitamin C, D3, B3, B5, B6, B12

Nutrition Facts	
Serving Size: 8 fl. oz. (237 mL)	
Servings per Container: 2.50	
Amount per Serving	
Calories 10	
Calories from Fat	0%
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 45mg	2%
Potassium 205mg	6%
Carbohydrate 3g	1%
Sugars 3g	
Protein 0g	0%
Vitamin C	40%
Vitamin D3	50%
Vitamin B3	60%
Vitamin B5	60%
Vitamin B6	60%
Vitamin B12	60%
Vitamin E	15%
Calcium	1%
Chloride	2%
Magnesium	6%

*Percent Daily Values are based on a 2,000 calorie diet. Not a significant source of Trans Fat, Vitamin A, Dietary Fiber, or Iron.



Terrell Owens
"The Official Drink
of this Body"



Official Drink
of This Body
Campaign



Athlete Endorsements



Derrick Brooks



Channing Crowder



Terrel Owens



Mario Chalmers



Michael Beasley



Mathew Hattchette



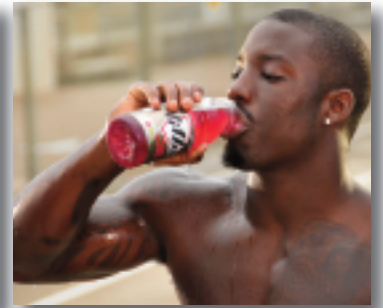
Ray Buchannan



Snoop Dog



Ronnie Brown

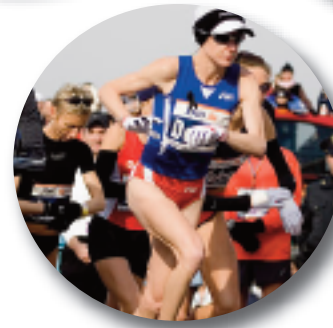


Vontae Davis



Target Segments

- Professional Athlete
- Body Builders
- Runners, Cyclists & Hikers
- Fitness Professionals
- Health Conscious Consumers



Demos & Sampling

POP DISPLAY + FREE SAMPLE PROMOTION



tittle V10
FREE TRIAL
Love it or it's FREE

Buy 12 - 1 Case
SAVE \$10
Regular \$20.40
Now \$10.40

- **More Vitamins** than Vitamin Water
- **MORE ELECTROLYTES** than Gatorade
- **MORE ENERGY** Naturally than Energy Shots

Over 100% RDA Per 20 oz. Bottle of
Vitamin C, D3, B3, B5, B6, B12

GNC

- **FREE SAMPLE - TRY BEFORE YOU BUY**
TRY ONE FREE ICE COLD BOTTLE
IF YOU DON'T LIKE IT'S FREE
- **BRAND NUTRITIONAL EDUCATION**
POP (Selected Stores)
Posters
Static Clings
- **DIRECT MAIL**
Trial, education and coupon program

V10
POWER-UP

- 1 100% All Natural
- 2 Mineral Charged
- 3 Vitamin Heavy
- 4 Electrolyte Fueled
- 5 Energy Filled
- 6 Light On Calories
- 7 Potassium Powered
- 8 Max Magnesium
- 9 Chemical Dye Free
- 10 Guaranteed

NATURAL POWER
NATURAL STAMINA
NATURAL HYDRATION
NATURAL ENDURANCE

More Vitamins than Vitamin Water
More Electrolytes than Gatorade
More Energy than Red Bull

tittle V10
THIRST FOR IT

Save \$1.00

Save \$3.00

BUY 12 BOTTLES OF tittle V10 AND SAVE \$3.00 OFF THE TOTAL PURCHASE. SEE STORE FOR DETAILS.



Top 10 Attributes

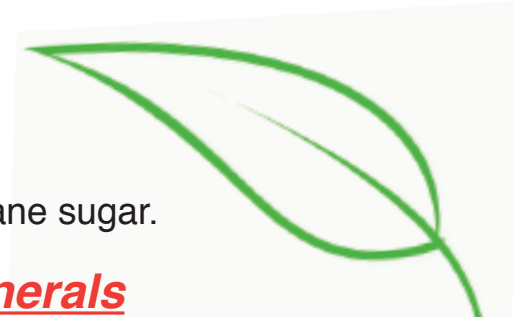
1. ALL NATURAL

Nothing but the finest 100% all-natural ingredients including organic cane sugar.

2. MINERAL CHARGED - 72 Ionic Trace Minerals

An **IONIC MINERAL** is an element that has a charge, either positive or negative. On the molecular level, this means the element has either one too many or too few electrons. This unstable ionic state allows the element to bond readily with water, making it possible for the body to absorb it. In this state, an element has specific positive or negative electrical signatures that cause a dynamic equilibrium to take place, *allowing the body to facilitate changes to move nutrients to the areas that need them.*

Every second of your life, your body relies on **IONIC MINERALS** and **TRACE ELEMENTS** to conduct and **generate billions of tiny electrical impulses**. Without these impulses, not a single muscle, including your heart, would be able to function. Your brain would not function and your cells would not be able to use osmosis to balance your water pressure to absorb nutrients. The absorption of minerals primarily takes place within the small intestines. As your food passes through, minerals are transferred into the blood stream through the walls of the intestinal tract. This process can only happen if the minerals are ionically charged. As we age or the body suffers from disease, stomach acid declines, making the few minerals still available in our food supply unavailable to our biosystems.



Top 10 Attributes



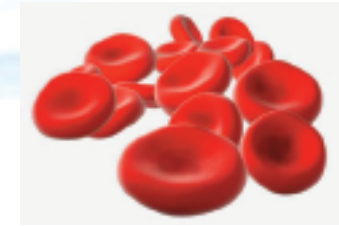
3. VITAMIN HEAVY - More Vitamins and Minerals Than Vitamin Water

- C** Vitamin C may include protection against immune system deficiencies, cardiovascular disease, prenatal health problems, eye disease, and even skin wrinkling.
- B3** Vitamin B3 is also called niacin. It is important for converting calories from protein, fat and carbohydrates into energy. It also helps the digestive system function and promotes a normal appetite and healthy skin and nerves.
- B5** Riboflavin, also known as vitamin B2, is an essential nutrient required for life. Preliminary evidence suggests that riboflavin supplements may offer benefits for two illnesses: migraine headaches and cataracts.
- B6** Involved in more than 100 enzyme processes. It is needed for the synthesis of amino acids that the body uses to build proteins that are essential for cell formation, and the growth and repair of practically all body structures.
- B12** Crucial role in energy metabolism. It is a vital component in the creation of red blood cells. It's been unofficially coined the "energy vitamin."
- D3** Vitamin D3, (cholecalciferol), is necessary for retaining bone density and for maintaining the body's immunity against cancers, heart disease, diabetes, weakness, muscle wasting and osteoporosis, among other disorders.

Plus Vitamin E, Magnesium, Calcium, Potassium, Chloride and our Exclusive 72 Ionic Trace Minerals



Top 10 Attributes



4. ELECTROLYTE FUELED - More Electrolytes Than Gatorade

Electrolyte is a "medical/scientific" term for salts, specifically ions. The term electrolyte means that this ion is electrically-charged and moves to either a negative (cathode) or positive (anode) electrode:

- ions that move to the cathode (cations) are positively charged
- ions that move to the anode (anions) are negatively charged

Types of Electrolytes

sodium (Na⁺), potassium (K⁺), chloride (Cl⁻), calcium (Ca²⁺), magnesium (Mg²⁺), bicarbonate (HCO₃⁻) phosphate (PO₄²⁻), sulfate (SO₄²⁻)

Salt, in the form of NaCl, is also found in very high amounts in most sport drinks. Some will have a small amount of diet salt, KCl. This is just another form of the archaic salt tablet.

It is unfortunate most people are led to believe they are sweating so much salt out of their bodies during exertion, it must be replaced. High levels of salt actually cause an increase in blood pressure because the increased salt levels attract water to equalize the osmotic pressure. Increased water in a "closed container" leads to a pressure increase. In addition, high sodium levels in the kidney cause potassium and magnesium to be eliminated in the urine. These two minerals are necessary to pull water into the cell.

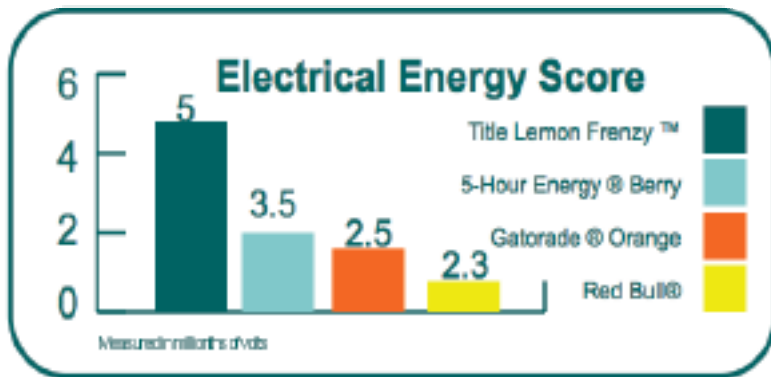
When present, they have the effect of lowering blood pressure and properly hydrating individual cells, helping to restore proper chemical and electrical gradients within the individual cells.



Top 10 Attributes

5. ENERGY FILLED - More Energy Than Red Bull

Title V10 Delivers More than the three leading brands combined!



*Testing conducted by Applied Consumer Services, Inc. 2009

Title conducts more electricity than Red Bull, 5 Hour Energy or Gatorade.



Plus over 100% RDA Per 20 oz. Bottle of **Vitamin C, D3, B3, B5, B6, B12**



Top 10 Attributes

6. LIGHT ON CALORIES



Nutrition Facts	
Serving Size: 8 fl. oz. (237 mL)	
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% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 45mg	2%
Potassium 205mg	6%
Carbohydrate 3g	1%
Sugars 3g	
Protein 0g	0%
Vitamin C	40%
Vitamin D3	50%
Vitamin B3	60%
Vitamin B5	60%
Vitamin B6	60%
Vitamin B12	60%
Vitamin E	15%
Calcium	1%
Chloride	2%
Magnesium	6%

*Percent Daily Values are based on a 2,000 calorie diet.
Not a significant source of Trans Fat, Vitamin A, Dietary Fiber, or Iron.

- **ONLY 10 CALORIES**
- **0 GRAMS FAT**
- **0 GRAMS SATURATED FAT**
- **0% CHOLESTEROL**
- **0 CALORIES FROM FAT**
- **3 GRAMS SUGAR**



Top 10 Attributes

7. POTASSIUM POWERED

Title V-10 has 5 Times the Potassium as Gatorade. Potassium is a very important mineral for the proper function of all cells, tissues, and organs in the human body. It is also an electrolyte, a substance that conducts electricity in the body, along with sodium, chloride, calcium, and magnesium.

Potassium is crucial to heart function and plays a key role in skeletal and smooth muscle contraction, making it important for normal digestive and muscular function, too. Many foods contain potassium, including all meats, some types of fish (such as salmon, cod, and flounder), and many fruits, vegetables, and legumes. Dairy products are also good sources of potassium.

Title V-10 delivers this essential element in abundance.



Top 10 Attributes

8. MAX MAGNESIUM

Title V-10 has 5 Times the Magnesium as

Gatorade. Magnesium is involved in the formation of bone and teeth. It is also vital for nerve conduction and muscle contraction, plus activates enzymes that aid in the release of energy from food. It helps control blood pressure, regulate body temperature and maintain the acid-base balance in the body. Calcium and magnesium must be in proper proportion to perform their closely related body functions. For example, calcium stimulates muscles while magnesium relaxes them. Magnesium has had some success in treating migraines, asthma and diabetes.



Top 10 Attributes

9. CHEMICAL DYE FREE

Many synthetic food dyes used today have been proven to cause cancer, hyperactivity (particularly in children), inattentiveness, asthma, and in rare cases death.

In February 2007, The Brazilian Journal of Biology published their findings on tartrazine (yellow dye). It is a nitrous derivative and is known to cause allergic reactions such as asthma and hives. Tartrazine belongs to the “azo class” of food dyes meaning it is a possible carcinogen. Azo class is derived from petroleum distillates. 100%



TITLE V-10 USES 100% NATURAL FRUIT COLOR. WE NEVER SAY DYE!



Top 10 Attributes

10. SATISFACTION GUARANTEE

Title has a 100% Customer Satisfaction Guarantee

Were so confident that GNC customers will love New Title V-10 that we back it with our

“TRY-BEFORE-YOU-BUY”

Guarantee.



title V-10
FREE TRIAL
Love it or it's FREE



Buy 12 - 1 Case
SAVE \$10
Regular \$20.40
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GNC



Brand Communication

Title Sports Drinks



TV - NETWORK

- NBC 6 - High School Athlete of the Week Sponsorship
- NBC 6 - Extreme Sports – Saturday
- CBS 4 - Coach Show – Miami Dolphins, Tampa, Jacksonville
- NFL Pre Game, In Game, Post Game (Select Games)
- COLLEGE Pre Game, In Game, Post Game (Select Games)

TV - CABLE SPOT MARKET and STATEWIDE

- FSN, SUN SPORT (Select Programming)**
- Baseball (Tampa Devil Rays, Marlins)
 - Basketball (Orlando, Miami)
 - College Football
 - College Sports
 - Ultimate Fighting
 - Fishing

TITLE TV SHOW SAT 12MID 1AM

Variety Show will feature athletes, talk, live music, entertainment, special guests and more focused on targeting youth and college students.

RADIO TARGETED MEDIA

- Male 12-24 (Biggest Users)
- Female 25-49 (Mom)
- Sports Talk (Targeted)

FEATURES LIVE ENDORSEMENTS

- Live Endorsements with Radio Personalities
- Remote Broadcast & Sampling at Retail Location
- Retail POP Promotional Campaigns
- Web, E-mail, Texting Loyal Listeners

PRODUCT PLACEMENT IN NEWS

Sunday Night Sports Extra

CH 7 Drew Rosenhouse Sponsorship 11:30 PM (Title featured with host Steve Shapiro and Drew Rosenhouse)

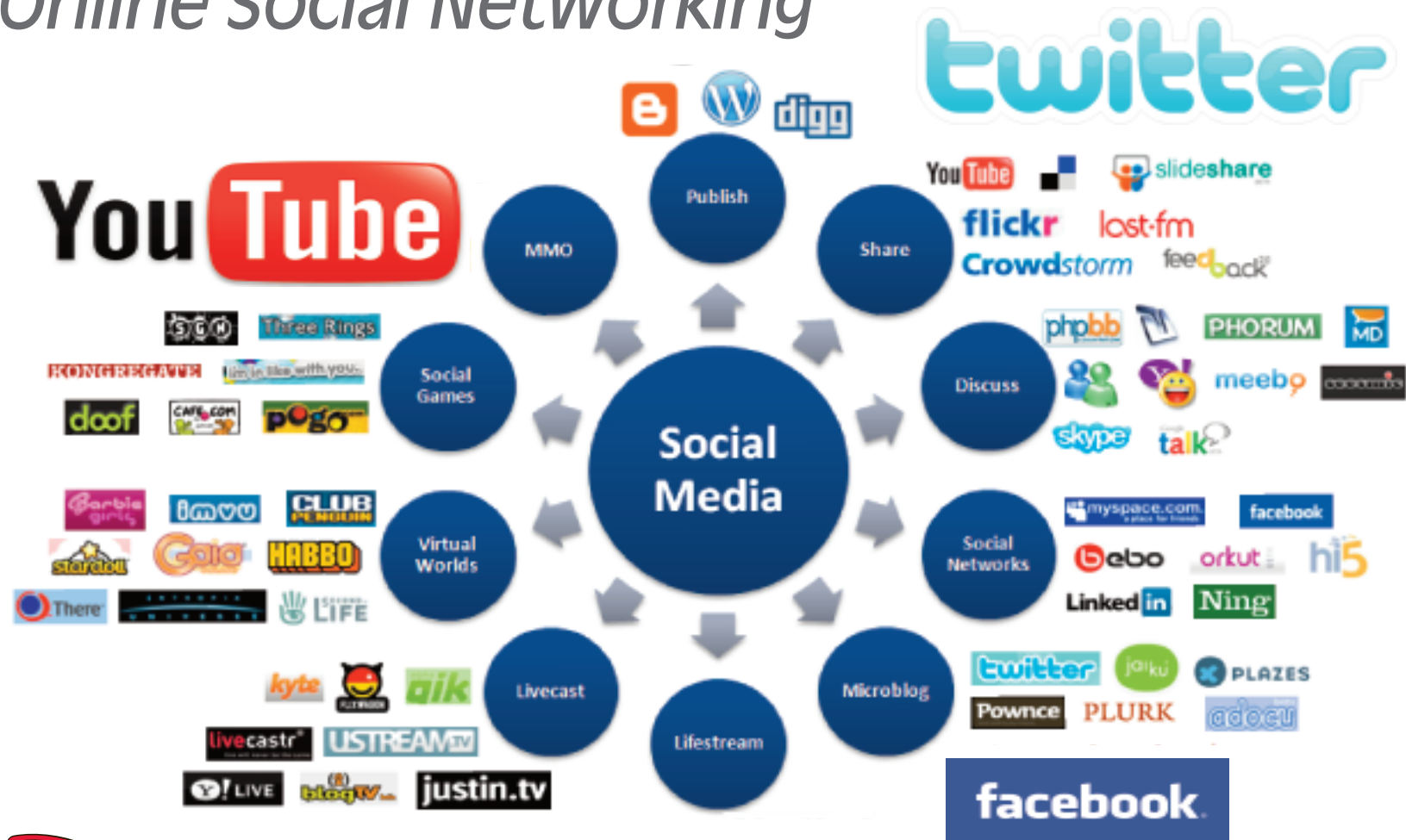
PRINT COUPON PROGRAMS

- Newspaper (Sunday Coupon Section Inserts)
- Newspaper (Food Sections)
- Magazines (College Sports Programs)
- Coupon Door Hangers, Marriage Mail
- Coupons Event Promotions
- Community Organization Publications
- Youth League Publications



Title V-10

Online Social Networking



Brand Communication *Public Relations*

CONSUMER AND INDUSTRY PR

Campaign underway targeting local and national media in the following market sectors, pushing consumers to GNC.

- Retail business
- Health & fitness
- Sports
- Lifestyle and entertainment
- Youth and Parenting

'BEHIND-THE-SCENES'

Shoot for Title V-10 TV commercial spot generated local segments with NBC, CBS and FOX affiliates.



Brand Communication

EBC Products



TITLE RUN 20 OZ. SINGLES



TITLE RUN 32 OZ. SINGLES



TITLE RUN 20 OZ. 8-PACK



TITLE V-10 16.9 OZ. SINGLES



TITLE 50 GRAM protein SHAKE



Brand Communication

POS

Posters

tittle V10
Just **10** Calories

More Vitamins and Minerals than Vitamin Water
More Electrolytes than Gatorade
More Energy than Red Bull

tittle Sports Drink
THIRST FOR IT

Static Cling

V10

"The official drink of this body"

Terrel Owens

NATURAL POWER
NATURAL STAMINA
NATURAL HYDRATION
NATURAL ENDURANCE

More Vitamins than Vitamin Water
More Electrolytes than Gatorade
More Energy Than Red Bull

tittle Sports Drink
THIRST FOR IT

POWER-UP

- 1 100% All Natural
- 2 Mineral Charged
- 3 Vitamin Heavy
- 4 Electrolyte Fueled
- 5 Energy Filled
- 6 Only 10 Calories
- 7 Potassium Powered
- 8 Max Magnesium
- 9 Chemical Dye Free
- 10 Guaranteed

tittle V10

FREE TRIAL
Love it or it's FREE

Buy 12 - 1 Case
SAVE \$10
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GNC

POP



Brand Communication

Why Title V10

TITLE IS MORE THAN A NAME

We are All Natural!

When it comes to electrolytes, vitamins and energy, no other drink delivers more.

When it comes to a vendor that wants to please its retailer, nobody delivers more. We believe in our product, stand by our retailer and are committed to making Title believers out of every consumer in this country.

Title means Excellence.

Title means THE BEST.

THIRST FOR IT

