



healthy energy mints

One Mint = One Energy Drink + Antioxidants

Healthy Energy Herald

REVIVE LANDS ON DELAWARE VALLEY 7-ELEVEN SHELVES

This month we are proud to announce that Revive franchisee David A. has established Revive Energy Mints in Delaware Valley 7-Elevens. Working closely with his business coach on retail implementation strategies, David first approached a single 7-Eleven store in his area for placement of Revive Energy Mint 2-packs. David built a relationship with the store owner as he drove product sales with sampling efforts and received the opportunity to present the product before the Delaware Valley 7-Eleven Franchise Association. Members of the association responded well to the healthy benefits of Revive Energy Mints and of course the strong margins presented by product sales, prompting 65 7-Eleven locations to stock Revive 2-packs.



Taking steps to assure successful product movement, David schedules promotional and sampling events each week with his team of four high energy helpers. To help drive consumer traffic to the Delaware Valley 7-Elevens, the Revive team customized and published a blog for David's success. The blog, which features a live map of the 7-Elevens and is continuously updated to reflect new sampling dates, is a point of reference for Delaware Valley consumers that will maximize local brand exposure and the effectiveness of David's promotional campaign.

REVIVE HITS THE AIRWAVES ON 95.3 FM THE REBEL

Revive Franchisee Jeremy W. has partnered with 95.3 FM The Rebel out of Ft Smith, AR to spread the word about Revive Energy Mints in his area. Jeremy's custom Revive commercial is set to run 100 times a month, multiple times a day throughout each week, on The Rebel. Besides being Jeremy's long-time favorite station, The Rebel has a reputation and following that makes it an ideal media channel for brand exposure across multiple market segments. Known for its "We can play anything," slogan, this FM station dabbles in most major music genres including classic rock, contemporary rock, alternative and pop to attract a large varied group of listeners. The Rebel's mass appeal makes it a perfect radio partner for Revive Energy Mints because people of all ages with different tastes in everything, including music, are energy product consumers.



Jeremy is looking forward to sponsoring remote broadcasts and participating in station events and has already put Revive bloggers to work to further extend the reach of his ad campaign and hype the Revive – Rebel partnership.

FRANCHISEE ADOPTS A HIGHWAY IN MINNESOTA



Jason S. of Minnesota is taking advantage of an alternative advertising strategy to connect Revive Energy Mints to highway travelers in his area. Jason, pictured here with his sign, has adopted a section of his lush hometown highway and committed to maintaining the roadside under a two year contract. His dedication to preserving his outdoor community granted Jason the opportunity to customize his 'Adopt a Highway' sign with a promotional nod to Revive Energy Mints. This cost-effective type of advertising reaches drivers all day, every day through an important environmental initiative. Every time Jason's sign is viewed, a potential consumer in his area is reminded that Revive Energy Mints support the community in which they live. Jason knows that consumers support businesses that they feel support the shared community and looks forward to Revive Energy Mints becoming one of Minnesota's favorites!

BROCHURES AND SELL SHEETS: UPDATED TO INCLUDE SINGLE PACKS

Brochures and sell sheets have been updated to include the new Revive Energy Mints Single Pack. Both the sell sheets and brochures now feature a picture of the single pack while the brochure also incorporates a small description of the single pack alongside the other product overviews. The addition of the single pack in these print materials demonstrates the breadth of the Revive product line to consumers and retailers who both benefit from having a variety of healthy energy mint packaging options. To view and purchase the updated brochures and sell sheets visit the Revive online ordering site.



UPDATED REVIVE VINYL BANNER

The Revive Vinyl Banner has been redesigned to include the two Revive Energy Mint tag lines featured on all product packaging as well as the official Revive website: www.reviveboost.com. This low cost 4' x 3' banner is an attractive promotional piece that is also durable and easily transported to serve your branding needs just about anywhere. Feature this banner at a retail store or tote it with you for outdoor store samplings and community events. Purchase a new and improved Revive Vinyl Banner online today to accelerate brand awareness in your area!



In Willinston, ND a Revive banner is proudly displayed on the marquis signage of a popular gas station/ convenience store for all to see.

WELCOMED FRANCHISEE OF THE MONTH: ROCKY T.



This month we welcomed new franchisee Rocky T. to the Revive team. Rocky's professional background is primarily sales-based, and he started out working for an automotive consultant firm in which he developed and executed marketing programs for dealerships in over 35 different states across the country. When he wasn't on the road, Rocky helped maintain his family's bar business, before launching a career in financial advising. Through his varied work experiences, Rocky has developed a keen sense of consumer needs and just as with other ventures, he vows to prioritize consumer satisfaction above all

in building his Revive franchise.

Rocky's passion for helping people, both those close to him as well as his clients, is at the heart of his current financial advising work and also what led him in the new professional direction of the Revive franchise opportunity. As a financial advisor, Rocky takes pride in being able to help people plan for their futures as well as the unexpected to maintain stable, fulfilled lives. For Rocky, the Revive franchise was the opportunity to create an additional revenue stream to benefit him and his family without compromising the important work he does in financial advising. Additionally, Rocky says that the, "lower investment [of Revive] was big," in terms of what attracted him to the opportunity and that although he is a self-defined skeptic, "[he] love[s] the concept and message," associated with Revive Energy Mints.

Among the many ideas that Rocky has as he begins to build the business is one to bring the message behind Revive Energy Mints to life by getting friends involved with promotional events as well as developing and branding known parties in his area. With regards to product and machine placement, Rocky hopes to be in a new town each day with mints in his car and a strong presentation ready to go. With sales know-how and a genuine interest in helping people, Rocky will have no problem putting his ideas into action to reach his goals of giving back to charity and providing for his family.