

MONSTER BEVERAGE CORPORATION

CODE OF BUSINESS CONDUCT AND ETHICS

This Code of Business Conduct and Ethics (this “Code”) has been adopted by the Board of Directors of Monster Beverage Corporation (formerly known as Hansen Natural Corporation) (the “Company” or “Monster Beverage”). Pursuant to the Sarbanes-Oxley Act of 2002 and the rules of the Securities and Exchange Commission (“SEC”) and the Nasdaq Stock Market (“Nasdaq”), this Code contains standards for, among other things, (i) honest and ethical conduct, including the ethical handling of actual or apparent conflicts of interest between personal and professional relationships, (ii) full, fair, accurate timely and understandable disclosure in reports and documents that the Company files with, or submits to, the United States Securities and Exchange Commission and in other public communications, (iii) compliance with applicable governmental laws, rules and regulations, (iv) the prompt internal reporting of violations of this Code, and (v) accountability for adherence to this Code. It is applicable to all employees, officer and directors of the Company.

This Code does not summarize all laws, rules, regulations, and Company policies which may be applicable to the Company and its employees, officers and directors. Please refer to the Company’s employee handbook and other guidelines and policies for information on matters not addressed in this Code.

The Company has designated the highest ranking legal officer of the Company or if such position is not occupied, the Chief Financial Officer, to be the Compliance Officer (the “Compliance Officer”) to administer this Code, subject to replacement at the discretion of the Board of Directors. You may, at your discretion, make any report or complaint provided for in this Code to the Compliance Officer.

1. Conflicts Of Interest

While it is not possible to identify every activity that might give rise to a conflict of interest, a conflict of interest may exist whenever a relationship of an employee, officer or director, or one of their family members, is inconsistent with the Company’s best interests or could cause a conflict with job responsibilities.

Conflicts of interest may not always be clear-cut, so if you have a question, you should consult with your immediate supervisor or the Compliance Officer. If you become aware of a conflict or potential conflict, you should bring it to the attention of your immediate supervisor or the Compliance Officer.

2. Compliance With Applicable Laws

All employees, officers and directors of the Company should comply with all governmental laws, rules and regulations applicable to the Company.

3. Public Company Reporting

As a public company, it is of critical importance that the Company's filings with the SEC, and other public communications, contain full, fair, accurate, timely and understandable disclosure. Depending on their respective positions with the Company, employees, officers or directors may be called upon to provide information necessary to assure that the Company's public reports are complete, fair and understandable. The Company expects employees, officers and directors to take this responsibility seriously and to provide prompt and accurate answers to inquiries related to the Company's public disclosure requirements.

4. Reporting Any Illegal Or Unethical Behavior

Employees are encouraged to talk to supervisors, managers or other appropriate personnel about observed illegal or unethical behavior and, when in doubt, about the best course of action in a particular situation. Anyone who believes that a violation of this Code or other illegal or unethical conduct by any employee, officers or director has occurred or may occur should promptly contact a supervisor, a corporate officer, or the Compliance Officer.

Alternatively, any employee of the Company may submit, on a confidential and anonymous basis if the employee so desires, directly to the Audit Committee any concerns regarding financial statement disclosures, accounting, internal accounting controls, auditing matters or violations of this Code. To make a confidential and anonymous submission directly to the Audit Committee, an employee should send a written summary of his or her concern in a sealed envelope to the following address: Monster Beverage Corporation, Attention: Audit Committee Matters, 550 Monica Circle, Suite 201, Corona, California 92880 and with the following caption on the envelope: "To be opened by the Audit Committee only." The Compliance Officer will forward any such envelopes received by the company promptly and unopened to the chairman of the Audit Committee. Alternatively, any employee may report such concerns to the Monster Beverage hotline at (800) 506-4310. If an employee would like to discuss any matter with the Audit Committee, the employee should indicate this in the written submission (or in the phone call to the hotline) and include a telephone number or other means by which he or she can be reached, should the Audit Committee determine that such communication is appropriate.

Any such reports may be made confidentially or anonymously. Confidentiality will be protected, subject to applicable law, regulation or legal proceedings, as well as to applicable Company policy.

5. Discrimination and Harassment

The diversity of the Company's employees, officers and directors is a tremendous asset. We are firmly committed to providing equal opportunity in all aspects of employment and will not tolerate any illegal discrimination or harassment or any kind. Examples include derogatory comments based on race, gender or ethnicity and unwelcome sexual advances. Employees can obtain a copy of Monster Beverage's policies concerning discrimination and sexual harassment from the Company's Human Resources Department.

6. Health and Safety

The Company strives to provide each employee with a safe and healthful work environment. Each employee has responsibility for maintaining a safe and healthy workplace for all employees by following safety and health rules and practices and reporting accidents, injuries and unsafe equipment, practices or conditions.

Violence or threatening behavior is not permitted under any circumstances in the workplace. Employees should report to work in condition to perform their duties, and must be free from the influence of illegal drugs and alcohol. The use of illegal drugs or the misuse of alcohol or legally prescribed drugs in the workplace will not be tolerated.

In addition, employees are required to adhere to all other health and safety policies, including the prohibition of weapons on any of the Company's premises.

7. Protection and Proper Use of Company Assets

All employees, officers and directors should endeavor to protect the Company's assets and ensure their efficient use. Furthermore, Company assets should be used for legitimate business purposes, although incidental personal use may be permitted. In addition, the use of Company assets may be permitted pursuant to any duly-authorized compensatory plan or arrangement or under circumstances where the Company is reimbursed. It is important to remember that theft, carelessness, and waste of the Company's assets have a direct impact on the Company's profitability. Accordingly, any suspected incident of fraud, theft or misuse should be immediately reported for investigation.

The obligation of employees, officers and directors to protect the Company's assets includes its proprietary information. Proprietary information includes intellectual property such as trade secrets, patents, trademarks, copyrights and know how, as well as business, sales and marketing plans, formulation and manufacturing ideas and practices, designs, databases, records, salary and other compensation/benefit information and any unpublished financial data and reports. Unauthorized use or distribution of the Company's proprietary information is prohibited. Unauthorized use or distribution of the Company's proprietary information could also be illegal and may result in the imposition of civil or criminal penalties.

8. No Retaliation

The Company will not permit retaliation of any kind by or on behalf of the Company and its employees, officers and directors against good faith reports or complaints of violations of this Code or other illegal or unethical conduct.

9. Amendment, Modification And Waiver

Any request for a waiver of any provision of this Code must be in writing and addressed to the Compliance Officer. If you are a director or executive officer of the Company, the request may be addressed directly to the Chairman of the Audit Committee.

With regard to executive officers and directors, the Board will have the sole and absolute discretionary authority, acting upon such recommendations as may be made by the Audit Committee, to approve any waiver from this Code. Any waiver of this Code with respect to

executive officers and directors will be promptly publicly disclosed to stockholders by a method selected by the Board of Directors in conformity with applicable SEC and Nasdaq rules.

This Code may be amended, modified or waived by the Board of Directors, subject to disclosure requirements and other applicable SEC and Nasdaq rules.

10. Accountability

You will be held accountable for your adherence to this Code. Your failure to observe the terms of this Code may result in disciplinary action, up to and including immediate termination.