



HANSEN NATURAL TO LAUNCH THREE NEW ENERGY DRINKS

Corona, CA - August 1, 2005 - Hansen Natural Corporation (NASDAQ:HANS) today announced it is launching three new energy drinks: Monster Energy™ Khaos™ in 16oz cans; Lost® Five-0™ in 16oz cans; and Lost® Perfect 10™ in 16oz cans.

The company said Lost® Five-0™ is carbonated and contains fruit juice. Lost® Perfect 10™ is a low carb energy drink, and Monster Energy™ Khaos™ is carbonated and contains fruit juice.

Hansen Natural Corporation markets and distributes Hansen's® Natural Sodas, Signature Sodas, fruit juice Smoothies, Energy drinks, Energade® energy sports drinks, E20 Energy Water®, functional drinks, Sparkling Lemonades and Orangeades, multi-vitamin juice drinks in aseptic packaging, Junior Juice® juice, iced teas, lemonades and juice cocktails, apple juice, cider and juice blends, Blue Sky® brand carbonated beverages, Monster Energy™ brand energy drinks, Lost® brand energy drinks and Rumba™ brand energy juice. Hansen can be found on the Web at www.hansens.com.

Certain statements made in this announcement, including, but not limited to, the launch of its three new energy drinks, may constitute "forward looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Management cautions that these statements are qualified by their terms/or important factors, many of which are outside of the control of the company, that could cause actual results and events to differ materially from the statements made herein, including, but not limited to, the following: Changes in consumer preferences, changes in demand that are weather related, particularly in areas outside of California, competitive pricing pressures, changes in the price and/or availability of raw materials for the company's products, the availability of production and/or suitable facilities, the marketing efforts of the distributors of the company's products, most of which distribute products that are competitive with the products of the company, the introduction of new products, as well as unilateral decisions that may be made by grocery and/or convenience chain stores, specialty chain stores, club stores and other customers to discontinue carrying all or any of the company's products that they are carrying at any time. Management further notes that the company's plans and results may be affected by any change in the availability of the company's credit facilities and the actions of its creditors.