



Hansen Natural to Report 2007 Fourth Quarter and Full Year Financial Results on February 28, 2008

Company to Conduct Conference Call at 2:00 p.m. Pacific Time

CORONA, Calif., Feb 21, 2008 (BUSINESS WIRE) -- Hansen Natural Corp. (NASDAQ:HANS) today said results for its fourth quarter and full year ended December 31, 2007 will be released on Thursday, February 28, 2007 after the close of the market. The company also said that chairman and chief executive officer Rodney Sacks and vice chairman and president Hilton Schlosberg will host an investor conference call that same day at 2:00 p.m. Pacific Time to review the company's financial results and operations. The company's past practice has been to release financial results before the opening of the market and to hold the investor conference call during market hours. The company believes that changing the time of the release of the company's financial results and the investor conference call to after the close of the market will be conducive to more orderly trading of its common stock.

The call will be open to all interested investors through a live audio Web broadcast via the Internet at www.hansens.com and www.opencompany.info. For those who are not able to listen to the live broadcast, the call will be archived for approximately one year on both Websites.

Hansen Natural Corporation

Based in Corona, California, Hansen Natural Corporation markets and distributes Hansen's(R) Natural Sodas and Sparkling beverages, Signature Sodas, fruit juice Smoothies, Energy drinks, multi-vitamin juice drinks in aseptic packaging, Junior Juice (R) juice, iced teas, apple juice and juice blends, Blue Sky(R) brand beverages, Monster Energy(R) brand energy drinks, Java Monster(TM) brand coffee energy drinks, Lost(R) Energy(TM) brand energy drinks, Joker Mad Energy(TM), Unbound(R) Energy and Ace(TM) Energy brand energy drinks, Rumba(TM) brand energy juice, and Fizzit(TM) brand powdered drink mixes. For more information visit www.hansens.com and www.monsterenergy.com.

SOURCE: Hansen Natural Corporation

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