



## **Hansen Natural Corporation Announces Distribution Deal With PepsiCo Canada, ULC**

**Monster Energy®, Lost® Energy™, Joker Mad Energy™ And Hansen's® Energy Drinks To Be Distributed By Pepsi-Qtg Canada, A Division Of PepsiCo Canada, Ulc ("PepsiCo Canada") And Pepsi Bottler System Throughout Canada**

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**Corona, CA – February 12, 2007** – Hansen Natural Corporation (NASDAQ:HANS) today announced that it has entered into an agreement with PepsiCo Canada by which PepsiCo Canada will be appointed the exclusive master distributor of Monster Energy®, Lost® Energy™, Joker Mad Energy™ and Hansen's® energy products throughout Canada. PepsiCo Canada will utilize the Pepsi bottling system throughout Canada, led by Pepsi Bottling Group, to implement the distribution and sale of Hansen's products. The terms of the deal were not disclosed.

"PepsiCo Canada has a first class organization and distribution system and this agreement will allow Hansen's energy drinks to reach more consumers through PepsiCo Canada's extensive network of Pepsi bottlers throughout Canada, particularly in areas where our brands have historically been underrepresented, such as the highly populated Ontario market," said Rodney C. Sacks, chairman and chief executive officer of Hansen Natural Corporation. "At the same time this agreement will broaden PepsiCo Canada's presence in the fast growing and profitable energy drink category and facilitate better shelf space and positioning for both of our energy drink portfolios. We look forward to working together to build on the success of our Monster, Lost, Joker and Hansen's® energy brands."

"The addition of Hansen's brands to our portfolio will leapfrog our energy business in Canada overnight and ensure we're bringing our bottling partners the best lineup of brands available in this fast-growing category," said Dave Burwick, President of Pepsi-QTG (Quaker-Tropicana-Gatorade) Canada.

### **About PepsiCo Canada**

PepsiCo is one of the world's largest food and beverage companies, with 2005 annual revenues of more than \$32 billion. Its principal businesses include Frito-Lay snacks, Pepsi-Cola beverages, Gatorade sports drinks, Tropicana juices and Quaker foods. Its portfolio includes 17 brands that each generates \$1 billion or more in annual retail sales. Pepsi-QTG Canada is a member of the PepsiCo, Inc. family of companies and a leader in the Canadian food and beverage industry.

### **About Hansen Natural Corporation**

Based in Corona, California, Hansen Natural Corporation markets and distributes Hansen's® Natural Sodas, Signature Sodas, fruit juice Smoothies, Energy drinks, Energade® energy sports drinks, E20 Energy Water®, Sparkling Lemonades and Orangeades, multi-vitamin juice drinks in aseptic packaging, Junior Juice® juice, iced teas, lemonades and juice cocktails, apple juice and juice blends, Blue Sky® brand beverages, Monster Energy® brand energy drinks, Lost® Energy™ brand energy drinks, Joker Mad Energy™, Unbound® Energy and Ace™ Energy brand energy drinks, Rumba™ brand energy juice, and Fizzit™ brand powdered drink mixes. For more information visit [www.hansens.com](http://www.hansens.com) and [www.monsterenergy.com](http://www.monsterenergy.com).

Certain statements made in this announcement 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, regarding the expectations of management with respect to revenues and profitability. 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: Benefits from the agreement referred to above, changes in consumer preferences, changes in demand that are weather related, particularly in areas outside of California, competitive pricing and/or marketing pressures, activities and strategies of competitors, 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 and other risks detailed from time to time in the

Company's reports filed with the Securities and Exchange Commission. The Company's actual results could differ materially from those contained in the forward looking statements. The Company assures no obligation to update any forward looking statements.

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