



## Hansen Natural Signs Mexican Distribution Agreement With Grupo Jumex

CORONA, Calif., Dec 15, 2008 (GlobeNewswire via COMTEX News Network) -- Hansen Natural Corporation (Nasdaq:HANS) today announced that it has signed a distribution agreement with Comercializadora Eloro, S.A., a subsidiary of Grupo Jumex, for distribution of Monster Energy drinks throughout Mexico starting January 2009, excluding the Baja region and Sonora, where the current distribution arrangements will remain in place.

Rodney C. Sacks, Hansen's chairman and chief executive officer, said, "Grupo Jumex is a professionally managed beverage manufacturer and distributor, which directly distributes its leading juice brands throughout Mexico and Central America and controls an extensive direct distribution system and network throughout Mexico for its brands. We are delighted to be associated with Grupo Jumex and look forward to working together with their organization to expand distribution of and further develop sales of our Monster Energy drinks in Mexico."

In connection with the transition, Hansen anticipates that it will make a termination payment in the first quarter of 2009 of approximately \$5 to 6 million to the prior distributor, but which could be higher or lower. Hansen will receive a non-refundable contribution from Grupo Jumex covering a significant portion of the costs of termination.

Hansen Natural Corporation

Based in Corona, California, Hansen Natural Corporation markets and distributes Hansen's(r) natural sodas, sparkling beverages, apple juice and juice blends, fruit juice smoothies, multi-vitamin juice drinks in aseptic packaging, iced teas, energy drinks, Junior Juice(r) juices and water beverages, Blue Sky(r) brand beverages, Monster Energy(r) brand energy drinks, Monster Hitman(tm) energy shooters, Java Monster(tm) brand non-carbonated dairy based coffee drinks, Lost(r) Energy(tm) brand energy drinks, Joker Mad Energy(tm), Unbound(r) Energy and Ace(tm) Energy brand energy drinks and Rumba(r), Samba and Tango brand energy juices. 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. The Company's 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 forward-looking statements made herein, including, but not limited to, the following: actual performance of the parties under the new agreements; disruptions arising out of the transition of certain territories to new distributors; changes in sales levels by existing distributors; unanticipated costs incurred in connection with the termination of existing distribution agreements or the transition to new distributors; changes in consumer preferences; changes in demand due to economic conditions; activities and strategies of competitors, including the introduction of new products and competitive pricing and/or marketing of similar products; changes in the price and/or availability of raw materials; other supply issues, including the availability of products and/or suitable production facilities; product distribution and placement decisions by retailers; political, legislative or other governmental actions or events in one or more regions; and other risks detailed from time to time in the Company's reports filed with the Securities and Exchange Commission. The Company assumes no obligation to update any forward-looking statements.

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Hansen Natural Corporation

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