



Hansen Natural Signs Mexican Distribution Agreement

Corona, CA - May 23, 2006 - Hansen Natural Corp. (NASDAQ:HANS) today announced that it has signed a distribution agreement with Cadbury Bebidas, S.A. de C.V. for distribution of Monster Energy drinks in Mexico. Additional terms were not disclosed.

Rodney C. Sacks, Hansen's chairman and chief executive officer, said, "Cadbury Bebidas is a professionally managed and well established company with extensive distribution arrangements throughout Mexico. Cadbury Bebidas currently distributes well known beverage brands throughout Mexico, including Penafiel, Clamato, Squirt, Dr. Pepper, Crush, Snapple and other Cadbury Schweppes brands.

"We are delighted to be associated with Cadbury Bebidas and look forward to working together with their organization to establish extensive awareness and sales of our Monster Energy drinks in Mexico."

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™ and Rumba™ brand energy drinks and Fizzit™ brand Powdered drink mixes. Hansen's can be found on the Web at www.hansens.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: 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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