



December 2, 2013

## Monster Beverage Corporation Responds To Paper On Energy Drinks And Heart Function

CORONA, Calif., Dec. 2, 2013 /PRNewswire/ --*Monster Beverage Corporation* (Nasdaq:MNST) today released the following statement in response to a paper presented at the Radiological Society of North America's annual meeting entitled "Caffeine and Taurine Containing Energy Drink Improves Systolic Left-ventricular Contractility in Healthy Volunteers Assessed by Strain Analysis Using Cardiac Magnetic Resonance Tagging":

The December 2<sup>nd</sup> presentation to the Radiological Society of North America by Jonas Dorner, a radiologist in training at the University of Bonn, is alarmist and misleading, according to Monster Beverage independent medical consultants Robert Arnot, M.D. and Michael H. Forman, M.D. The paper offers no new information and confirms what scientists have known for decades: *Taurine helps the heart function more efficiently* by improving the pumping force of the heart *without any changes in blood pressure or heart rate*. This effect of taurine, called contractility, is widely considered to be beneficial. In fact, peer reviewed studies demonstrate that taurine has been used effectively to treat patients with congestive heart failure and to improve athletic performance.

The author's study does not document a negative effect on heart function. Although he concludes that the consumption of energy drinks should be restricted based on his study, this conclusion is unsupported by his data and highly misleading. No evidence exists that increased contractility causes arrhythmia.

Additionally, the statement regarding energy drinks by author Jonas Dorner that, "The amount of caffeine is up to three times higher than in other caffeinated beverages like coffee or cola..." is false and inaccurate. Ounce per ounce, leading energy drinks contain about half the caffeine of coffeehouse coffee, such as Starbucks. In commenting on the author's false statement about caffeine, Forbes also reports today: "...this study does not document any harmful or lasting effects from consuming energy drinks." See full Forbes report: <http://www.forbes.com/sites/jacobsullum/2013/12/02/researcher-falsely-states-that-energy-drinks-contain-more-caffeine-than-coffee/>

### Monster Beverage Corporation

Based in Corona, California, Monster Beverage Corporation is a marketer and distributor of energy drinks and alternative beverages. The Company markets and distributes Monster Energy® brand energy drinks, Monster Energy Extra Strength Nitrous Technology® brand energy drinks, Java Monster® brand non-carbonated coffee + energy drinks, X-Presso Monster® brand non-carbonated espresso energy drinks, M3® Monster Energy® Super Concentrate energy drinks, Monster Rehab® non-carbonated energy drinks with electrolytes, Ubermonster™ energy drinks, Worx Energy® shots, and Peace Tea® iced teas, as well as Hansen's® natural sodas, apple juice and juice blends, multi-vitamin juices, Junior Juice® beverages, Blue Sky® beverages, Hubert's® Lemonades, Vidration® vitamin enhanced waters, and PRE® Probiotic drinks. For more information, visit [www.monsterbevcorp.com](http://www.monsterbevcorp.com).

### Caution Concerning Forward-Looking Statements

*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 our future operating results and other future events including revenues and profitability. Management cautions that these statements are based on management's current knowledge and expectations and are subject to certain risks and uncertainties, 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. Such risks and uncertainties include, but are not limited to, the following: unanticipated litigation concerning the Company's products; the current uncertainty and volatility in the national and global economy; changes in consumer preferences; changes in demand due to both domestic and international economic conditions; activities and strategies of competitors, including the introduction of new products and competitive pricing and/or marketing of similar products; actual performance of the parties under the new distribution agreements; potential 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 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; changes in governmental regulation; the imposition of new and/or increased excise and/or sales or other taxes on our products; criticism of energy drinks and/or the energy drink market generally; the impact of proposals to limit or restrict the sale of energy drinks to minors and/or persons below a specified age and/or restrict the venues and/or the size of containers in which energy drinks can be sold;*

*political, legislative or other governmental actions or events, including the outcome of any state attorney general and/or government or quasi-government agency inquiries, in one or more regions in which we operate. For a more detailed discussion of these and other risks that could affect our operating results, see 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 assumes no obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise.*

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