



## **HANSEN NATURAL TO REPORT FOURTH QUARTER AND YEAR-END RESULTS ON MARCH 14, 2005**

Corona, CA - March 7, 2005 - Hansen Natural Corp. (NASDAQ:HANS) today said results for its fourth quarter and year ended December 31, 2004 will be released on Monday, March 14, 2005. 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 10:30 a.m. Pacific Time to review the company's financial results and operations.

The call will be open to all interested investors through a live audio Web broadcast via the Internet at [www.hansens.com](http://www.hansens.com) and [www.fulldisclosure.com](http://www.fulldisclosure.com). For those who are not able to listen to the live broadcast, the call will be archived for approximately one year on both Web sites.

Hansen Natural Corporation markets and distributes Hansen's® Natural Sodas, Signature Sodas, fruit juice and soy Smoothies, Energy drinks, Energade® energy sports drinks, E20 Energy Water®, functional drinks, Sparkling Lemonades and Orangeades, multi-vitamin juice drinks in aseptic packaging, Junior Juice® juice, iced teas, lemonades and juice cocktails, apple juice, cider and juice blends, as well as nutrition bars, Blue Sky® brand carbonated beverages, Monster Energy™ brand energy drinks, Lost® Energy™ brand energy drinks and Rumba™ brand Energy Juice. Hansen can be found on the Web at [www.hansens.com](http://www.hansens.com).