



## Hansen Natural Provides Certain Financial Information Regarding Distributor Agreements

CORONA, Calif., Oct 6, 2008 (GlobeNewswire via COMTEX News Network) -- Hansen Natural Corporation (Nasdaq:HANS) today announced that it has completed agreements with The Coca-Cola Company and Coca-Cola Enterprises, Inc. for distribution of its category leading Monster Energy(r) drinks line in six Western European countries, Canada and selected territories in the U.S.

Hansen will transition certain of its existing distribution arrangements to newly appointed distributors, including Coca-Cola bottlers and Anheuser-Busch distributors. In connection with the transition, Hansen will make termination payments to those of its existing distributors who will be terminated. Non refundable contributions were previously received by Hansen from certain of its existing distributors, who will be terminated. Such contributions were previously treated as deferred revenue and upon termination, the associated balance in deferred revenue will be realized in full. The pre-tax expense impact of the above amounts is currently estimated to be in the range of \$110 to \$130 million in the aggregate, but could be higher or lower. The actual termination payments could differ significantly from current estimates because the estimates are based largely on Hansen's estimate of each affected distributor's contractual termination rights. This estimate includes estimates of each distributor's own sales and gross profit levels, net of certain allowances. The actual termination costs will be expensed in full in the period in which the terminations become effective, which will primarily be in the fourth quarter of 2008.

Hansen will receive from newly appointed distributors non-refundable contributions covering a significant portion of the costs of terminating the affected distributors. These contributions will be accounted for as deferred revenue, which will be recognized as revenue ratably over the anticipated 20-year life of the distribution agreements.

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 Energade(r) energy sports drinks, 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. Hansen's management cautions that these statements are qualified by their terms or important factors, many of which are outside of the control of Hansen, 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 Hansen's reports filed with the Securities and Exchange Commission. Hansen assumes no obligation to update any forward-looking statements.

This news release was distributed by GlobeNewswire, [www.globenewswire.com](http://www.globenewswire.com)

SOURCE: Hansen Natural Corporation

Hansen

Natural Corporation

Rodney C. Sacks, Chairman and Chief Executive Officer  
(951) 739-6200

Hilton H. Schlosberg, Vice Chairman  
(951) 739-6200

PondelWilkinson Inc.  
Roger S. Pondel / Judy Lin Sfetcu  
(310) 279-5980

(C) Copyright 2008 GlobeNewswire, Inc. All rights reserved.

News Provided by COMTEX