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ABA Adds New Energy to 2007 National Series

BAWLS Guarana has been named the exclusive Energy Drink of the 2007 ABA National BMX Series

Gilbert, Arizona – March 16, 2007 – The American Bicycle Association (ABA) has reached an agreement with BAWLS Guarana to be named the “Official Energy Drink” of the 2007 ABA National Bicycle Motocross (BMX) racing series. The exclusive agreement includes participation in every ABA national event, product sampling and a cross-promotion with select retail stores that will reach consumers nationwide.

BAWLS Guarana is active in youth and action sports with its caffeine-packed soda that as stated in the company tag line; “keeps you bouncing”. BAWLS will have representatives at every national ABA event providing samples and information about its products under the BAWLS Guarana tents. Adding excitement and product integration into this affiliation is key. ABA and BAWLS are developing exciting promotions that will make the sport of BMX bounce like mad in 2007!

“Our new affiliation with BAWLS Guarana is exciting, because it is so much more than sponsorship. The fact that BAWLS is promoting the sport of BMX through its retail affiliations makes them a valuable marketing partner and we welcome them to the sport and the ABA!”, said Clayton John, President of the ABA.

The ABA has made recent strides in adding both new sponsors to the sport of BMX, but also in establishing new marketing objectives that will increase awareness of the sport. New sponsors have become marketing partners that reach beyond the confines of previous affiliations. With BMX emerging as the newest of Olympic action sports in 2008 the ABA is poised for tremendous growth.

BAWLS the brainchild of entrepreneur Hoby Buppert, CEO of Hobarama, LLC, who named the beverage for the caffeinated “bounce” the drink packs. Widely distributed to local supermarkets, convenience stores (7-Eleven), Target Superstores, CompUSA stores and gaming venues; BAWLS is a premium, non-alcoholic, carbonated beverage made from the guarana berry harvested in the Amazonian Rainforest. The caffeine found in BAWLS Guarana contains the same amount of caffeine as coffee and nearly three times

(MORE)

that of traditional sodas due to a naturally occurring form of the stimulant found in the guarana berry. BAWLS' unique refreshing flavor tastes like a citrus infused cream soda and its popularity continues to grow over a variety of different sectors including financial institutions, the fashion industry, technological businesses, military bases, extreme sports and college campuses. For information visit www.BAWLS.com.

ABA (American Bicycle Association), formed in 1977 and headquartered in Chandler, Arizona, is "The Sanctioning Body of BMX"©. The ABA organizes BMX racing for boys, girls and adults, nationwide and Canada. With 60,000 active members, 274 racing facilities and a 27 event-national race schedule; ABA is the largest promoter of action sports. For additional press information about ABA, the sport of BMX, ABA events or Professional racers, call [bonspeedMedia](http://bonspeedMedia.com); (714) 666-1999. To find races in your area or view the national event schedule, visit www.ababmx.com.

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