

News Release

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**LifeFuels to release world’s first smart bottle**

CINCINNATI—LifeFuels, an award-winning beverage technology company, will launch a new portable drink maker in the Cincinnati region on Sept. 1. The goal of the LifeFuels bottle is to encourage healthy lifestyles by creating a bridge between nutrition and wearable technology.

“We noticed a gap between nutrition and wearable technology products,” CEO and Co-Founder Jonathon Perrelli said. “LifeFuels was created to bridge that gap.”

The LifeFuels bottle is made up of two parts: a removable plastic top that holds 500ml (16.9 oz.) of water, and a base made of aluminum that controls the dispensing of the FuelPods. The ingredients from the FuelPods get released into the water through a push of the button on the front of the bottle.

Three FuelPods are inserted into the bottom of the bottle and can be swapped out at any time. The FuelPods are essentially concentrated pods of beverages full of nutrients like Vitamin B and many are fruit-flavored.

An available mobile application works in tandem with the bottle through Bluetooth connectivity and allows users to see their hydration goals, keep track of what nutrients they are consuming and their daily water intake. It can also create drink recommendations based on personal preferences and needs. LifeFuels can sync with activity trackers like Apple Watch and Fitbit as well.

“I love the LifeFuels bottle. It truly makes it easier for me to track my nutrient and water intake and helps to keep me accountable with my goals,” said professional tennis player Serena Williams.

LifeFuels has secured 25 patents, earned 12 innovation awards and has raised $5 million in funding.

The LifeFuels bottle will be priced at $200 and will be initially released in Kroger and Best Buy.