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RED BULL SELECTS WESTGATE BAR TO HELP LAUNCH NEW COLA PRODUCT

*Hell's Half Acre Makes Short List of Arizona Bars
– The Only West Valley Location – Selected to Test New Cola Drink*

(GLENDALE, Ariz., July 29, 2008) – Hell's Half Acre, located at [Westgate City Center](#), will soon be the only establishment in the West Valley – one of only several in the state of Arizona – to carry [Red Bull Energy Drink's](#) newest product, Red Bull Cola. Red Bull is officially launching Red Bull Cola on August 1, intending to compete with traditional cola products but with one distinctive difference – Red Bull Cola is made up of only natural ingredients. Once approached to help with the launch, Hell's Half Acre was immediately on board.

“We've had a great relationship with Red Bull and incredible sales since Hell's opened,” said Joel Nightengale, president, Hell's Half Acre. “After tasting Red Bull Cola, we immediately identified ways to expand our drink menu. People will really enjoy a 100-percent, all-natural option in the cola family.”

While not branding itself as an energy drink, there's no shortage of energy boost. Red Bull Cola contains slightly more caffeine than a traditional cola because it's the only one that is made from both the coca leaf and kola nut. Other all-natural ingredients include clove, cinnamon, ginger, vanilla and orange. There are no preservatives or artificial flavors.

“Red Bull and vodka is always a top seller – primarily because of the strength of the brand and the great taste,” added Sean McTheny, general manager, Hell's Half Acre. “Now with Red Bull Cola, we can promote Red Bull with even more alcohol options. Customers will soon be able to order a Red Bull Cola and rum or a Red Bull Cola and whisky.”

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Red Bull Cola's Arizona rollout will begin August 1 and is in conjunction with a launch in several other U.S. markets. Las Vegas was the first city to test the product in this country, and reception has been better than expected. Red Bull is initially launching Red Bull Cola in seven countries including UK, Austria, Switzerland, Italy, Ireland, Russia and the U.S.

"Beyond a great product produced by an even more proven brand, Hell's Half Acre is thrilled to be a part of introducing this new drink to Arizona customers, and we're anxious to provide feedback as Red Bull continues its launch around the country," added McTheny.

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