For Immediate Release

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PurBlu Beverages, Inc. Grants $15,000 to Support Sustainable Energy Efforts

GIVE Energy Drink Awards "Pittsburgh Prize" to Six Local Projects

May 11, 2010 [Pittsburgh, Pa.] – Six Pittsburgh-area groups have been awarded funding to support their sustainable energy projects through the first-ever GIVE Energy Pittsburgh Prize. One grand prize winner received $10,000 and five runners-up received $1,000 organizational sponsorships.

Grand prize winner, Growth Through Energy + Community Health (GTECH) Strategies received $10,000 to help launch their citywide "ReFuel Pittsburgh" project, a social venture to expand collection efforts of wasted cooking oil to provide feedstock for biodiesel production. Led by a team of social entrepreneurs, GTECH is hoping to increase alternative energy awareness and create a national model for the reuse of waste grease. The project will begin early this summer.

"GTECH aims to transition environmental liabilities into community assets to fuel a prosperous green economy," says Andrew Butcher, GTECH CEO. "We are honored and grateful to be working with an innovative company like PurBlu who is so committed to cultivating positive energy in our communities."

Winners of $1,000 sponsorships include Bike Pittsburgh to promote bicycling as a viable mode of alternative transportation; East Liberty Development, Inc. to support their sustainability efforts related to home efficiency; Green Building Alliance to promote the Higher Education Consortium of the Pittsburgh Climate Initiative; New Sun Rising to jumpstart their renewable energy efforts in Millvale; and PennFuture for their Allegheny Goes Solar plan.

Created by Pittsburgh-based PurBlu Beverages, GIVE Energy is a refreshing and invigorating all-natural fuel for the brain and body. For each can sold, ten cents ($0.10) is donated to alternative, renewable energy initiatives. GIVE encourages customers to invest locally through its cause-driven mission. Distributed in thousands of outlets across the US and Canada, both GIVE Energy and GIVE Water donate to nonprofits serving areas where products are sold.

"The Pittsburgh Prize is a great example of how consumers can have a positive impact on their local community," says Ben Lewis, PurBlu CEO and Founder. "We're proud to pioneer an effort that brings together consumers, retailers, and cutting-edge nonprofits to support grassroots sustainable energy projects in Pittsburgh and beyond."

GIVE Energy, an all-natural energy drink on a mission, collaborated with The Sprout Fund, an enterprising Pittsburgh nonprofit, to conduct this regional contest.

"ReFuel Pittsburgh is a great addition to the more than 400 projects that Sprout has helped catalyze across the Pittsburgh region. We are proud to assist PurBlu with the launch of its philanthropic efforts in this community," says Dustin Stiver, Civic Engagement Programs Manager at The Sprout Fund.

For more information on Pittsburgh Prize winners and GIVE, visit: www.drinkgive.com/energyprize.

About PurBlu Beverages, Inc.:
PurBlu Beverages, Inc. is a creator and marketer of innovative natural products. Its core product, GIVE Water, is a cause-driven bottled water brand that allows consumers to support their favorite local charities through a simple, everyday purchase. GIVE Energy, an all-natural "brain and body" energy drink, contributes to grassroots sustainable energy initiatives. PurBlu Beverages is also the creator of Potion Herbal Remedy, the first all-natural functional health shot.

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