



HANSEN BEVERAGE COMPANY

Rodney C. Sacks
Chairman of the Board

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1010 Railroad Street
Corona, California 92882

DEC 21 2004

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December 6, 2004

Certified Mail – Return Receipt Requested

Food & Drug Administration
Office of Nutritional Products
Labeling and Dietary supplements (HFS-810)
Center for food Safety and Applied Nutrition
200 "C" Street, SW
Washington DC 20204

Dear Sirs:

Notice is hereby given pursuant to the requirements of Section 403(r)(6)(21U.S.C.343 (r)(6)) of the Federal Food, Drug, and Cosmetic Act and in accordance with the requirements of 21CFR101.93 that Hansen Beverage Company of 1010 Railroad Street, Corona, California 92882, is marketing a dietary supplement bearing the following statement on the label and/or in the labeling:

Text of Claim:

Rumba™
energy juice
Energy Supplement

Rumba™ energy juice is a revolutionary new way to jump-start your day.

We created a unique 100% juice to which we carefully added our proprietary energy formula, including taurine, ginseng, glucose, guarana, B vitamins and caffeine to give you a healthy energy boost!

Now you can get all the goodness of 100% juice plus the energy you need in one powerful combination at any time of the day.

Rumba™ energy juice
IT'S ALL ABOUT HOW IT MAKES YOU FEEL.

97S 0162 LET 15296

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Ingredients that are subject of the claim:

Fruit juice concentrates (water, orange, apple, pear, peach, tangerine, pineapple, white grape juice concentrates)
Apple puree
Glucose
Taurine
Panax Ginseng Root Extract
Ascorbic Acid (Vitamin C)
Caffeine
Niacinamide
Guarana Seed Extract
L-Carnitine
Guarana Seed Extract
Glucuronolactone
Inositol
Pyridoxine Hydrochloride
Riboflavin
Maltodextrin
Cyanocobalamin

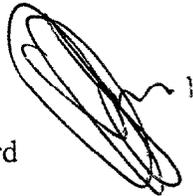
Name of Supplement (including brand name):

Rumba™ energy juice - Energy Supplement

We hereby certify that the information contained in the above notice is complete and accurate, and that Hansen Beverage Company has substantiation that the statements are truthful and not misleading.

Sincerely,
HANSEN BEVERAGE COMPANY

Rodney Sacks
Chairman of the Board

A handwritten signature in black ink, appearing to read "Rodney Sacks", is written over a faint, circular stamp or watermark.