



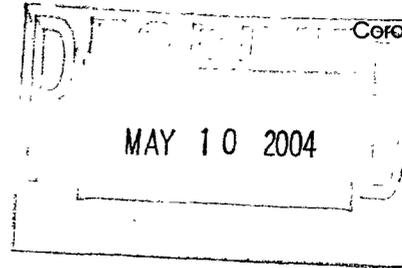
HANSEN BEVERAGE COMPANY

Rodney C. Sacks
Chairman of the Board

1010 Railroad Street
Corona, California 92882

909•739-6200
Fax 909•739-6210

April 23, 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 Lost 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:

ENERGY
Energy Supplement
Lost© Energy Drink

From the garages of San Clemente in Southern California, where you can surf, skate and snowboard in the same day, came...Lost Enterprises. Lost grew into a super mega multi-conglomerate corporation and in our pathological obsession of global domination, we decided to formulate a drink to hypnotize the minds of the masses....Actually, that's not true. If you're gonna surf, skate and snowboard all in the same day, you'll need some energy to go out and party afterwards. Most energy drinks suck, so we had the crew at MONSTER make us one that works, actually tastes good and mixes even better....Lost Energy Drink, a bad influence from Lost Enterprises.

Ingredients that are subject of the claim:

Sucrose
Glucose
Taurine

97S 0162 LEI 14042

RCS5484

88345

Sodium Citrate
Glucuronolactone
Caffeine
Inositol
Niacinamide
D-Calcium Pantothenate
Pyridoxine Hydrochloride
Riboflavin
L-Carnitine
Panax Ginseng Root Extract
Guarana Seed Extract
Maltodextrin
Cyanocobalamin

Name of Supplement (including brand name):

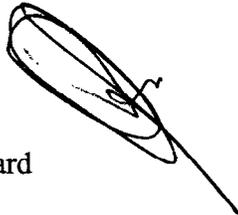
LOST® ENERGY DRINK - Energy Supplement

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

Sincerely,

LOST BEVERAGE COMPANY

Rodney C. Sacks
Chairman of the Board

A handwritten signature in black ink, appearing to read "Rodney C. Sacks", written over a faint, oval-shaped stamp or watermark.

RCS:ll