



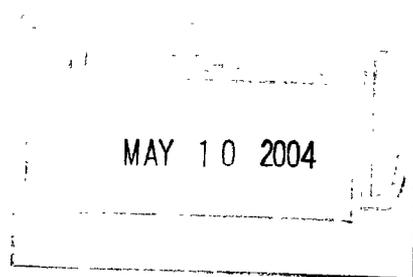
HANSEN BEVERAGE COMPANY

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 Monster 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
MONSTER ENERGY™

Tear into a can of the meanest energy supplement on the planet, MONSTER energy™. We went down to the lab and cooked up a double shot of our killer energy brew. It's a wicked mega hit that delivers twice the buzz of a regular energy drink. MONSTER™ packs a vicious punch but has a smooth flavor you can really pound. So when it's time to unleash the beast within, grab a MONSTER™ and GO BIG!

Ingredients that are subject of the claim:

Sucrose
Glucose
Taurine
Sodium Citrate
Panax Ginseng Root Extract
L-Carnitine

RCS5485

97S 0162

LET

141043

8 8345

Caffeine
Ascorbic Acid (Vitamin C)
Niacinamide
Sodium Chloride
Glucuronolactone
Inositol
Guarana Seed Extract
Pyridoxine Hydrochloride
Riboflavin
Maltodextrin
Cyanocobalamin

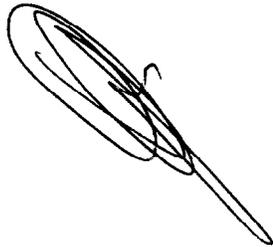
Name of Supplement (including brand name):
MONSTER ENERGY™ - Energy Supplement

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

Sincerely,

MONSTER 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, circular stamp or watermark.

RCS:ll