



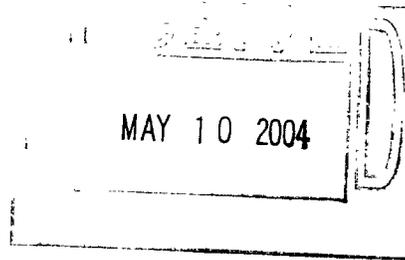
HANSEN BEVERAGE COMPANY

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
LO-CARB MONSTER ENERGY™

Tear into a can of the meanest energy supplement on the planet, Lo-Carb MONSTER energy™. We went down to the lab and performed major surgery on the Monster. We hacked out carbohydrates and calories, transplanted the wicked Buzz and dialed in the flavor. Lo-Carb Monster energy™ still delivers twice the Buzz of a regular Energy drink, but only has a fraction of the calories. So when it's time to unleash the beast within, grab a Lo-Carb Monster energy™ and Go LOW!

Ingredients that are subject of the claim:

Glucose
Taurine
Sodium Citrate
Panax Ginseng Root Extract
Ascorbic Acid (Vitamin C)
Caffeine

97S 0162 LET

RCS5483

14045 88345

L-Carnitine
Niacinamide
Sodium Chloride
Glucuronolactone
Inositol
Guarana Seed Extract
Pyridoxine Hydrochloride
Riboflavin
Maltodextrin
Cyanocobalamin

Name of Supplement (including brand name):

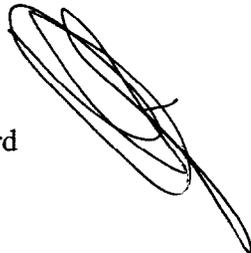
LO-CARB MONSTER ENERGY™ - Energy Supplement

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