

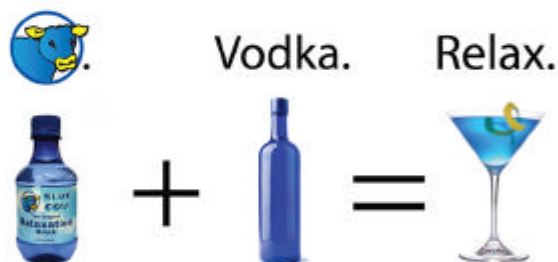
Blue Cow Relaxation Drink and The Shack in Playa del Rey will host the first ever "Blue Cow Round Up"

LOS ANGELES - May 19, 2007 - The buzz up and down the beach cities is about the new Blue Cow Relaxation Drink that just hit the market this spring! The Shack, located in the heart of Playa del Rey and a favorite among locals, is throwing a block party welcoming Blue Cow and its new Blue CowTini to Playa del Rey. The festivities will begin at 3:00 p.m. on Saturday, May 19th, and everyone is welcome!



Blue Cow's CEO **George Smart** says, "We are delighted to sponsor community events like this and are excited have great athletes like LPGA players **Michelle Ellis** and **Giulia Sergas** to sponsor Blue Cow. Blue Cow is currently talking with numerous PGA tour players and plans to sponsor at least one player this year. We are also looking to sponsor other athletes in other sports to help educate the general public on the many benefits of Blue Cow Relaxation Drink"

Doug Linnett, Vice President of Marketing and coordinator of this event, feels that, "The Shack is a perfect venue for this event because it provides great atmosphere, fun people and good times. The Shack is a place for relaxation and fun, a perfect partnership for Blue Cow, the first relaxation drink on the market. The event will feature the Blue Cow Girls, door prizes and giveaways as well as the Blue Cow Blues Band! Be sure not to miss the contest to name Blue Cow's second Cow??? Guests will be encouraged to name the next Cow, and a prize will be given to the contest winner!"



Try Your **Blue CowTini** Today!



The Blue CowTini Buzz: People have been raving about the great taste of the Blue CowTini and it's relaxing and calming effects. Blue Cow has plans to introduce a line of Blue CowTini's as well as the simple Blue Cow & Vodka and the Blue CowComocosi.

Blue Cow Relaxation Drink has been available in many 7-Eleven's and AM/PM's, since March 1, 2007. Blue Cow is also available in all Southern California **RALPHS**.



AVAILABLE AT RALPH'S



The Blue Cow Buzz:

Blue Cow (<http://www.bluecowdrink.com/>) is the "Original Relaxation Drink".

With zero calories, zero caffeine, zero carbs, and zero sodium, Blue Cow works quickly and effectively to reduce stress without drowsiness. Blue Cow increases alertness, resulting in better focus and concentration. Drink Blue Cow to reduce stress and improve energy!

About The Shack:

The Shack, known for its world famous "Shack Burger," is a landmark among the beach cities of Southern California. The Shack is located at 185 Culver Blvd. where Culver Blvd. meets the ocean. They also have a location in Santa Monica and two locations in Hawaii. The Shack will be featuring the Blue CowTini on an ongoing basis.

www.BlueCowDrink.com