

June 12, 2017



## **Pulse Beverage Adds Regional Distribution Coverage With Affiliated Foods Inc. for Their Pulse Natural Cabana® Coconut Water Products**

DENVER, June 12, 2017 (GLOBE NEWSWIRE) -- The Pulse Beverage Corporation ("Pulse") (OTCQB:PLSB) announced today that it has signed an agreement with Affiliated Foods Inc. ("AFI") of Amarillo, Texas to distribute their Natural Cabana® Coconut Waters in Texas and the surrounding states of Arizona, Colorado, Kansas, New Mexico, Oklahoma and Wyoming.

Starting in June 2017, Pulse will deliver their Natural Cabana® Coconut Waters to AFI's Amarillo, Texas distribution facilities and use their distribution system to reach new consumers in their vast network of grocery, convenience store and restaurant clientele.

AFI utilizes over 1.2 million square feet of warehouse facilities with more than 1,200 employees to deliver over \$1.5 billion USD worth of products annually to their clients. They will be supplying Pulse products through their cooperative relationships with the Lowes branded grocery stores, the Farmers Country Market branded grocery stores and other cooperative grocery stores.

Robert Yates, CEO of Pulse, said, "We are very pleased to partner with the premier regional wholesale grocery distributor, Affiliated Foods Inc. who has a great reputation in Texas and surrounding states. We expect AFI to have our coconut water products prominently placed in an incremental 300 additional grocery retail operations within the next 6 months."

Robert Yates also said, "It speaks volumes about the quality and premium taste of our Natural Cabana® Coconut Waters that bring relationships such as AFI to our doorsteps. We are very pleased to bring our thirst quenching products to consumers in some of the warmest summer territories in the United States through our new partnership with AFI. We are looking forward to announcing our progress into some of these branded grocery store operations in the near term."

Mr. Yates continued, "Pulse created our Natural Cabana® Coconut Waters products to give consumers a better tasting product than our competition offers. We saw an opportunity to be part of a worldwide coconut beverage product market that is expected to yield \$2 billion worth of sales by the year 2020 from a \$1.6 billion product sales category

in 2016. We are excited to be achieving the growth that Pulse deserves in this product category and have new potential channel partners knocking on our door every week looking to distribute our products.”

#### About Pulse Beverage Corporation

Pulse Beverage Corporation ("Pulse") is an emerging beverage company that offers Natural Cabana® Lemonade/Limeade in 7 great tasting, low-calorie flavors and Natural Cabana® Coconut Water in pineapple and natural flavors. With Pulse's revamped business model, utilizing warehouse direct and key accounts, Pulse directly teams up with major retailers like Walmart, Albertsons/Safeway, Kroger, Stater Bros, Food Max, Houchens, Kmart, 7-Eleven, United C-stores, Weis Markets, King Kullen, Dierbergs Markets, Hy-Vee Supermarket, WinCo Foods, Price Less Markets, Gristede's Foods, Toot n Totem and Travel America. Consumers easily find Pulse's prominently displayed products thereby increasing revenue and earnings for shareholders of Pulse.

For more information, please visit: [www.pulsebeverage.com](http://www.pulsebeverage.com) or email [info@pulsebeverage.com](mailto:info@pulsebeverage.com). Follow Pulse Beverage on Twitter at <https://twitter.com/drinkpulsebev>. Become a Pulse Beverage Facebook Fan at <https://www.facebook.com/PulseBeverageCorporation>.

#### About Affiliated Foods Inc.

Affiliated Foods is a grocery wholesaler based in Amarillo, Texas. They were founded by the 1968 merger of South Plains Associated Grocers of Lubbock, Texas and the Panhandle Associated Grocers of Amarillo, Texas, and is a retailers' cooperative serving Texas, Oklahoma, Kansas, New Mexico, Colorado, Arizona, and Wyoming. Panhandle Associated Grocers was founded in 1946. The company has 700 member stores and over 1.2 million of warehouse facilities. It owns the Tri-State Baking Company, and Veg-Pak brands.

#### Forward-Looking Statements

This news release contains "forward-looking statements" as that term is defined in Section 27A of the United States Securities Act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, as amended. Statements in this press release which are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations or intentions regarding the future. Such forward-looking statements include, among other things, regulatory incentives, the development of new business opportunities, and projected costs, revenue, profits and results operations. Actual results could differ from those projected in any forward-looking statements due to numerous factors. Such factors include, among others, the inherent uncertainties associated with new projects and development stage companies. These forward-looking statements are made as of the date of this news release, and we assume no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements. Although we believe that any beliefs, plans, expectations and intentions contained in this press release are reasonable, there can be no assurance that any such beliefs, plans, expectations or intentions will prove to be accurate. Investors should consult all of the information set forth herein and

should also refer to the risk factors disclosure outlined in our annual report on Form 10-K for the most recent fiscal year, our quarterly reports on Form 10-Q and other periodic reports filed from time-to-time with the Securities and Exchange Commission.

Tom Nelson  
Tenassociates33@gmail.com  
1-480-326-8577

Source: Pulse Beverage Corp.