

## **Pulse Secures Distribution for Cabana™ in North Carolina**

**DENVER – (MARKETWIRE – June 4, 2013) – The Pulse Beverage Corporation (OTCQB: PLSB) (“Pulse”),** makers of PULSE® brand of functional beverages and Cabana™ 100% Natural Lemonade, today announced it has secured distribution into North Carolina through Mims Distributing Company, a MillerCoors Class “A” distributor. Mims Distributing Company distributes all Miller® beer brands and AriZona® beverage brands to more than 1,300 grocery and convenience stores in nine North Carolina counties serving a population of more than 1.6 million.

Bob Yates, CEO of Pulse, stated, “We are pleased in securing a major regional distributor such as Mims Distributing. We are making great strides in securing key Class ‘A’ distributors for Southeast USA and are progressing negotiation with regional chain stores to carry Cabana™ and/or PULSE® in the Southeast USA region.”

### **About The Pulse Beverage Corporation**

The Pulse Beverage Corporation is an emerging growth beverage company that manufactures and distributes Cabana™ 100% Natural Lemonade and PULSE® brand of functional beverages - originally developed by a major healthcare company, in three health platforms: PULSE® Heart Health Formula™, PULSE® Women’s Health Formula™ and PULSE® Men’s Health Formula™.

For more information visit: [www.pulsebeverage.com](http://www.pulsebeverage.com) or email [info@pulsebeverage.com](mailto:info@pulsebeverage.com).

### **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.*

### **Shareholder Relations:**

**Martin E. Janis & Company, Inc.**  
877-302-6404  
[investors@pulsebeverage.com](mailto:investors@pulsebeverage.com)  
[www.pulsebeverage.com](http://www.pulsebeverage.com)

### **Investor and Broker Relations:**

**Acorn Management Partners LLC**  
**Lance A. Beckham**  
678-368-4012  
[lbeckham@acornmanagementpartners.com](mailto:lbeckham@acornmanagementpartners.com)

### **Media and Research Analysts:**

**Bev Jedynak**  
312-943-1123  
[bjedynak@janispr.com](mailto:bjedynak@janispr.com)