

PRESS RELEASE
For Immediate Release
September 8, 2014



Oohrah! Hydration Drink Announces NASCAR Partnership
with Jennifer Jo Cobb Racing

Kansas City, KS - Oohrah! Hydration LLC, is proud to announce a three race primary sponsorship of the Jennifer Jo Cobb Racing (JJCR) NASCAR Camping World Truck Series team. Oohrah! will be on the hood and quarter panels of the team's Chevrolet Silverado on September 20, 2014 for the "UNOH 175" race at the New Hampshire Motor Speedway. Oohrah! will also be a primary sponsor for JJCR at the Talladega Superspeedway on October 18 and the season finale on November 14 in Homestead-Miami.

Oohrah! Hydration Drink founder and CEO, Lisa Bremmer says, "Jennifer's mission to honor the military and live a healthy lifestyle aligned perfectly with our product and corporate culture. We are very excited to be part of the NASCAR family and are thrilled to introduce Jennifer's fans to our drinks." The Oohrah! label tells a story. The flavor name and color of every Oohrah! Hydration Drink conveys a message from the Oohrah! family. There are several flavors like Chargin' Blue, which honors those who fight for the sea, and our Rockin' It Pink which honors lady warriors and breast cancer survivors. Flavors and ordering information can be found on the company's website: www.oohrahhydration.com.

"It is so exciting to be representing such a great brand. I absolutely love the product and all that it stands for," says Cobb. "Lisa has so much energy and enthusiasm and it is contagious. I look forward to working with her and promoting Oohrah! the remainder of this 2014 season and, we are hoping, beyond. Fan support will be important and we have a large amount of loyal followers that I know will love these products."

Cobb is the founder of Driven2Honor, a not-for-profit honoring female service members which resembles the purpose of Oohrah!'s "Rockin' It Pink" flavor to honor these Lady Warriors. The entities share a special mission to honor all Americans, every division of military service and those we have lost while paying special tribute to the female service members across the USA. In addition to honoring the military, Oohrah! has a purpose to honor all Americans in need and proudly displays its philanthropic endeavors on its website.

The agreement makes Oohrah! the exclusive hydration drink/purified water sponsorship of JJCR. To date, the JJCR #10 team is one of only two teams to have finished every race it has started this year. Cobb currently sits 16th in the overall points standings and is looking forward to carrying the momentum that a new sponsor can bring through the remainder of the season.

About Oohrah! Hydration Drink

Oohrah! Hydration LLC, a Made in the USA private label brand of hydration beverages and purified water, developed as a means of giving back to American in need has six hydration drink flavors and purified water. The flavored drinks are fortified with B5, B6, B12 and C vitamins and electrolytes, are low calorie, contain 0 fat and no caffeine or artificial coloring. The sale of each bottle of Oohrah! Hydration Drink and Oohrah! Purified Water provides direct

support to many philanthropic initiatives, both public and private, including the American Red Cross Heroes program.

About JJC Racing

Jennifer Jo Cobb is a NASCAR Nationwide Series (NNS) and NASCAR Camping World Truck Series (NCWTS) driver/owner as well as a national spokesperson. She was the top finishing female in the modern era during the 2010 season with a 17th place overall points finish and holds the record for the highest finishing female driver at a NASCAR event at Daytona and in the series with her 6th place finish in 2011. In 2014 Jennifer is running a full season in NCWTS and select races in NASCAR's Nationwide Series. Between race events, Jennifer makes appearances for her sponsors, is a public speaker and runs the daily operations of her racing businesses. She is also the founder of Driven2Honor, a non-profit organization dedicated to honoring women who serve in the U.S. military.

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Contact:

Oohrah! Hydration LLC
info@oohrahhydration.com

Jennifer Jo Cobb Racing, LLC
Tracey Passantino
Tracey@Race4Girls.com