

# **CELSIUS® Makes First-Time Appearance at the Natural Products Expo East Show**

## **Debuts Natural Line Extension with Two New flavors**

BOCA RATON, Fla., Sept. 13, 2017 /PRNewswire/ -- Celsius Holdings, Inc. (Nasdaq: CELH), makers of the leading fitness drink, [CELSIUS®](#), today announced that two new flavors in its Natural Line extension will debut at the Natural Products Expo East Show in Baltimore, Maryland, September 14-16 (booth #8716). This is CELSIUS' first time attending Expo East, where it will show its complete Natural Line extension, comprised of six SKUs, including two delicious, new flavors: sparkling Orange Pomegranate and non-carbonated Strawberries and Cream. They join the existing flavor lineup of sparkling Grapefruit and Cucumber Lime and non-carbonated Pineapple Coconut and Watermelon Berry.

The Natural Line extension boasts a clean ingredient panel featuring 100 percent natural caffeine from green-coffee-bean extract and an all-natural sweetener. CELSIUS' proven, proprietary formula, MetaPlus®, accelerates metabolism and burns both body fat and calories while providing a healthy boost of energy. It does not contain any artificial ingredients or preservatives. This line of Ready-To-Drink products are non-GMO, kosher and vegan certified, soy, gluten and sugar-free.

Since it launched at Expo West in March 2017, and was subsequently introduced to the trade in April, the CELSIUS Natural Line extension has been rapidly accepted in all Sprouts and Fresh Market locations nationwide and through eight United Natural Foods (UNFI) warehouses, a leading national distributor of natural and organic foods throughout the U.S. The Natural Line extension is also available through a specialized distribution company that supplies the fitness channel.

"Landing distribution at these premier, national accounts so quickly after launch is a testament to the quality and appeal of our product and its proven functionality," says John Fieldly, Interim Chief Executive Officer and Chief Financial Officer. "We are bringing true innovation to the natural channel and consumers are responding – loud and clear. We just brought onboard a natural product specialist, Paula Burke, as our Director of Natural Accounts. Paula has deep experience in building natural brands and brings significant muscle to what has already been a fantastic start."

The current success of CELSIUS' existing product line in the natural channel demonstrates the intense consumer demand for CELSIUS among those who are dedicated to a healthy, active lifestyle. CELSIUS is well-positioned to meet the needs of savvy and health-conscious consumers who understand how CELSIUS differs from any other drink in its category.

For additional information, please visit [www.CELSIUS.com](http://www.CELSIUS.com) and for all press inquiries and product samples, please contact:

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### **About Natural Products Expo East**

Natural Products Expo East, being held September 14-16, 2017 at the Baltimore Convention Center, is produced by New Hope Network. The 32<sup>nd</sup> Annual Natural Products Expo East hosts more than 1,500 brands and attracts more than 30,000 attendees. The New Hope Network is at the forefront of the healthy lifestyle products industry. With solutions for the complete supply chain from manufacturers, retailers/distributors, service providers and ingredient suppliers, the network offers a robust portfolio of content, events, data, research and consultative services. Through its mission to grow healthy markets, the New Hope Network helps businesses identify the people, products, partnerships and trends that support the mission of growing healthy markets to bring more health to people. For more information, visit [www.newhope.com](http://www.newhope.com).

### **About Celsius Holdings, Inc.**

Celsius Holdings, Inc. (Nasdaq: CELH), founded in April, 2004, is a global company, with a proprietary, clinically proven formula for its brand CELSIUS®. Celsius Holdings, Inc., has a corporate mission to become the global leader of a branded portfolio which is proprietary, clinically proven or innovative in its category, and offers significant health benefits.

CELSIUS®' original line comes in seven delicious sparkling and non-carbonated flavors in sleek 12oz cans, and is also available in single serve powdered packets. CELSIUS®' new natural line is available in six refreshing flavors: three sparkling and three non-carbonated, this line is naturally caffeinated and naturally sweetened.

New to the portfolio, CELSIUS HEAT™, a trainer's grade version of the proprietary blend, offers additional

caffeine as well as L-citrulline, a proven vasodilator. CELSIUS HEAT™ is sold in 16oz cans and is available in three carbonated flavors: Inferno Punch, Cherry Lime and Blueberry Pomegranate. CELSIUS HEAT™ targets professional trainers, endurance & competitive athletes, those who focus on defined, physical fitness results, and the military, versus the flagship line which comes in a smaller package and appeals to the masses, as an active lifestyle brand.

CELSIUS® has no preservatives, no aspartame, no high fructose corn syrup, and is non-GMO, with no artificial flavors or colors. The CELSIUS® line of products is kosher and vegan certified, soy, gluten, and sugar free and contains very little sodium. CELSIUS® is sold nationally at Fitness Clubs, 7-Eleven stores, Sprouts, The Fresh Market, and key regional retailers such as HEB, Publix, Winn-Dixie, Harris Teeter, Shaw's and others. The first university study of the science underlying CELSIUS® products was conducted in 2005, and additional studies from the University of Oklahoma were conducted over the next five years. All studies were published in peer-reviewed journals and validate the unique benefits CELSIUS® provides. For more information, please visit [www.celsiusholdingsinc.com](http://www.celsiusholdingsinc.com).

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