

## Celsius further expands distribution network with new partners

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Celsius Holdings, Inc., maker of the leading global fitness drink, CELSIUS®, has announced that the company has secured additional distribution agreements with distribution partners in the Anheuser-Busch InBev network.

The company also announced it has secured distribution agreements with distribution partners in the Keurig Dr Pepper and MillerCoors networks, further expanding availability to new regions as the company continues to build a national distribution network.

Through these new partnerships, Celsius has expanded within the independent Anheuser-Busch wholesaler network with new agreements with Pepin Distributing, Hensley Beverage Company and Tri-City Beverage, bringing the company's distribution agreements within this wholesaler network to six.

The company's expansion into the Keurig Dr Pepper independent network includes four independent wholesalers within their network, Carolina Beverage, Piedmont Beverage, Quality Beverage and Choice Beverage USA, securing complete direct store distribution "DSD" coverage in North Carolina and South Carolina.

In addition, the company added LDF Sales & Distribution and DET, both independent wholesalers in the MillerCoors network and independent wholesaler All Brands Distribution.

The new agreements build on the distribution network expansion the company announced in December and show a clear acceleration in the demand for the CELSIUS® brand within the largest beverage distributors in the country, filling the demand from retailers in the emerging "Performance Energy" category.

Jon McKillop, EVP of Sales, North America added, "As Celsius continues to rapidly scale, the addition of these strategic distribution partners will allow us to service new geographies and provide best in class service levels to key retail accounts as

we continue to build out our national distribution network. We are pleased to welcome these new distribution partners to the Celsius family."