

Contact: Stephen Diaco  
Fein Innovations LLC  
(813) 610-4833  
[Sdiaco@AdamsDiaco.com](mailto:Sdiaco@AdamsDiaco.com)

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or

Kerry Gleason  
Gleason Public Relations  
(303) 482-1993  
Kerry@GleasonPR.com

## **NEW FEIN ENERGY CRYSTALS CREATE A STIR IN THE ENERGY DRINK CATEGORY**

*Convenient Single-Serving Sticks Feature No Taste, Zero Sugars, Zero Calories and Zero Carbs*

(TAMPA) – The world's first flavor-free caffeine crystal product, Fein, adds a new twist to the \$7.9-billion energy drink category: no sugars, no artificial ingredients of any kind, no carbs and no calories. Better yet, it tastes the same as your favorite beverage. Fein is being introduced through a modified rollout in select markets with a television infomercial and national radio endorsements, announced Stephen Diaco, a management partner for Fein Innovations, LLC.

Revolutionary Fein energy crystals can be added to any favorite beverage, even water, to make it an energy drink without altering the flavor. It is the only energy drink product to use caffeine citrate as its primary source of caffeine, making it an all-natural, soluble power plant for busy people on the go. Fein is being marketed with the trademark slogan, “Conquer the night, take on the day™.”

“Fein is the answer for everyone seeking an energy boost with all the flavor and pleasure of their favorite beverage, but without added carbs, calories, sugars and artificial sweeteners,” Mr. Diaco said. “Fein uses a form of caffeine that occurs naturally and delivers powerful energy in a highly portable stick pack form.”

Mr. Diaco said the product was in development for about three years, with its objective to be the best product in the energy drink category from the perspective of taste, effectiveness and cost. With imagination, hard work and scientific ingenuity, Fein Innovations, LLC delivered a compact single-stick dose of energy with no taste or aftertaste, the energy boost equivalent of an 8.3 oz. serving of best-selling liquid drinks, at a best-available price of less than half a dollar per 0.6 gram serving, about 44 cents. Because Fein is considered a food product, and not a dietary supplement, no tax is applied to its cost.

He says initial surveys show Fein will be especially popular with first responders, medical professionals, military personnel, athletes, law enforcement, truckers, bus drivers and others who drive vehicles for transportation or industry and parents who feel a need to keep up with their children after a hard day's work.

### **Smart Energy, No Crash**

Fein delivers 75 mg of caffeine per stick with zero sugar, zero calories, zero carbs, zero artificial ingredients and no taste or aftertaste. The formula for Fein's success is all-natural caffeine citrate and a suite of secret, 100 percent natural "taste erasers."

Because it contains no sugar, Fein delivers, on average, a five-hour energy boost without any crashing. Fein sticks are about half the width of a sugar packet, and yet are waterproof for convenient use at the beach, the pool or the gym. Unlike energy drinks and shot containers, Fein is safe and allowable for travelers in airports and any other form of transportation, and has a reduced environmental impact that is free of plastics, and uses certified sustainable-forested products for its carton.

"Caffeine is an amazing, but misunderstood, compound," explained Anthony L. Almada, a nutritional and exercise biochemist, and management partner for Fein Innovations, LLC. "What most people don't know is that a cafe-brewed 16-oz. cup of coffee has about five times the amount of caffeine as one Fein stick – or the leading 8.3-oz. energy drink. What may cause the sudden energy crash with sugared energy drinks and soft drinks is not caffeine, but the change in blood sugar. Because Fein contains no sugar, glucose, sucrose or artificial sweeteners, consumers can expect a gradual return to his or her normal energy level as the caffeine runs its course."

Mr. Almada said competitive athletes can use Fein without fear, as every batch endures rigorous analysis to ensure it is well within tolerances for banned substances in competitive sport. He said no athlete should exceed tolerances for caffeine if they abide by Fein's recommendation of four or less servings per day. Fein packaging bears a seal of approval from the Banned Substances Control Group (BSCG.org), another point of difference with other energy drink, shot and stick products. BSCG is the same laboratory that founded and led the U.S. Olympic Drug Testing Laboratory at UCLA for more than 20 years, which uncovered the infamous BALCO steroid, THG, and indelibly changed the drug-in-sport landscape in the USA.

Fein is not recommended for anyone under age 18, pregnant women or anyone with hypertension. Users should consume no more than 4 Fein sticks in any 24-hour period. Because Fein incites energy, users should not take within five hours of sleep.

### **The Infomercials**

The two-minute infomercials, created by Spark Brand of Tampa, Fla., will air in Tampa and Jacksonville. Additional markets will be selected as the rollout progresses, Mr. Diaco said. Kevin Harrington, the business investor and infomercial pioneer who has added to his national prominence as a panelist on ABC-TV's "The Shark Tank," steps in front of the camera to introduce Fein.

"I became so impressed with this product that I became an owner in the company," Mr. Harrington says in the first segment of the spot.

Another key endorsement comes from top-ranked, nationally syndicated radio host, Bubba the Love Sponge®.

"I've got to get up about 4 o'clock in the morning and I use Fein, literally, every day I go to work," Bubba says in the infomercial. His radio program has received calls from loved ones of soldiers stationed in Afghanistan, citing how their sons use Fein for enhanced alertness on overnight security shifts.

## **The Origin of Fein**

Three brothers, Stephen, Joseph and Dan Diaco – two lawyers and a plastic surgeon, respectively, in Tampa area with an unbreakable entrepreneurial spirit -- had several ideas for viable nutritional products. Meanwhile, out on the West Coast in Dana Point, Calif., Anthony L. Almada, the co-founder of the sports nutrition company EAS, which introduced creatine to the United States, was developing new ventures and next-generation nutrition products for competitive athletes. After the brothers met Mr. Almada six years ago, they attempted to enlist his expertise in developing a weight-loss product. He answered, enthusiastically, “No – nothing out there has the science to prove it really works.” Later, they asked if he was interested in working with them to develop a taste-free, take-anywhere natural energy drink product. Many handshakes ensued.

With the team in place, Anthony took charge. Using more than 30 years of nutrition industry, science and formulation experience, he took the first-generation blend that Dr. Diaco had developed, and aimed to have it hit the essential consumer targets that were lacking in the market. Mr. Almada, a la Colonel Harlan Sanders and his secret recipe of herbs and spices, worked through more than 35 generations of formula development with the brothers over a three-year span, sampling, testing and all the things inventors do to find the right combination of all-natural “taste erasers” to make a taste-free mixture. Many of those were close, but not quite right, plus the Brothers Diaco and Mr. Almada had a penchant for perfection. Finally, the precise natural flavors achieved the desired result, and Fein Energy Crystals were on their way.

Syndicated radio host Bubba the Love Sponge endorsed the product on-air, and internet sales picked up. An auto-racing fanatic, Bubba starts his engine every day at 4 a.m., and is one of the hardest-working on-air personalities in the radio business, who used to perform two 4-hour live shows each weekday in different cities. The “Bubba Army” has responded mightily to his Fein appreciation. Later, Stephen Diaco approached “Shark Tank” business investor and millionaire-maker Kevin Harrington of Omni Reliant Holdings, LLC, about creating an infomercial campaign to launch Fein, and he loved the product so well that he is now a partner.

**Product Availability**

Fein is available on the internet at [www.GetFein.com](http://www.GetFein.com), and by telephone at 1-800-506-FEIN (3346), 24 hours a day, every day. Select retail outlets and some military bases carry the Fein cubes. Additional retail outlets will strategically be added as the product rolls out across the United States and internationally.

Fein Innovations, LLC is headquartered in Tampa, Fla. Fein Energy Crystals are manufactured with lots of energy in the United States. For more information about Fein, see our electronic press kit at [www.nynewswire.com/1003/fein](http://www.nynewswire.com/1003/fein) .

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