



**For Immediate Release  
November 14, 2014**

## **DNA BRANDS ONLINE HOLIDAY SPECIAL**

### **DNA Energy Reduces Prices for Holiday Season**

BOCA RATON, FL November 14, 2014 (Business Wire) -- DNA Brands, Inc., (OTCPINK) – “DNAX”) makers of DNA Energy Drink, the winner of the 2010 and 2012 “World’s Best Tasting Energy Drink” title and DNA energy coffee, announced today that it has reduced its online pricing \$3.00 per case of 12 for its energy drinks and \$5.00 per case of 12 for its energy coffee with Omega 3.

“The price reduction is our way of saying thank you to our loyal online customers during this Holiday Season”, said Melvin Leiner the Company’s President. Leiner added, “We will also be holding a prize drawing for and iPad among all those who order.

### **About DNA Brands, Inc.**

DNA BRANDS makes DNA Energy Drink ®, including Citrus flavor, which won the 2010 and 2012 best-tasting energy drink at the World Beverage Competition, along with Coffee Energy with Omega 3 Drink. DNA Energy Drink® is a proprietary blend of quality ingredients in several delicious flavors.

"Awarded the World's Best Tasting Energy Drink 2010 & 2012 respectively at the World Beverage Competition"

2010



2012



For more information about DNA Energy Drink, its athletes and sponsorships, please visit [www.dnabrandsusa.com](http://www.dnabrandsusa.com) or contact:

[Product Information - ralph@dnaenergydrink.com](mailto:ralph@dnaenergydrink.com)



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#### *Forward-Looking Statements*

*Except for statements of historical fact, the matters discussed in this press release are forward-looking. "Forward-looking statements" describe future expectations, plans, results, or strategies and are generally preceded by words such as "future," "plan" or "planned," "expects" or "projected." These forward-looking statements reflect numerous assumptions and involve a variety of risks and uncertainties, many of which are beyond the company's control that may cause actual results to differ materially from stated expectations. Some of the factors that could cause actual results to differ materially from the forward looking statements contained herein include (i) the Company's ability to generate significant revenues from its new product line, (ii) the Company's ability to obtain adequate financing to achieve its business plan (iii) a decision by the Company's distributors to carry the Company's products (iv) acceptance by consumers of the Company new flavors and branding (v) launching of three new coffee drinks and re-ordering the new rebranded five energy drink flavors, and (vi) and other factors without limitation which are detailed in documents we file from time to time with the Securities and Exchange Commission, which are available at SEC.gov.*