

## EQ ENERGY DRINK MAKERS LAUNCH NATIONAL AD CAMPAIGN



Developers of EQ, an effervescent tablet that dissolves in any beverage, launched a national ad campaign in Las Vegas's KNTV today. EQ Labs, Inc. rolled out a five minute spot on KNTV, channel 13 in Las Vegas and an ABC affiliate. Maurice Owens, CEO of EQ Labs, Inc. appeared on "The Morning Blend" in Vegas to discuss the energy drink. During the spot, the company's entire catalog of products was displayed across the screen. Owens says the company's EQ dissolvable tablets are a healthy alternative to the ever-popular sugary energy drinks. The tablets, when dissolved in water, possess no sugar and only five calories. The CEO also expressed that EQ has a large market to serve, anticipating that the EQ energy drink will be available in 5,000 stores before 2011.

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