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*****FOR IMMEDIATE RELEASE FROM OREGON
PARTNERSHIP*****

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**OREGON PARTNERSHIP APPLAUDS FDA MOVE
TO TARGET ALCOHOLIC ENERGY DRINKS!**

(Portland, Oregon) Saying it doesn't come a moment too soon, Oregon Partnership is praising a decision by the Food and Drug Administration to request proof from the manufacturers of alcoholic energy drinks that they are safe.

Twenty-seven makers of the beverages such as Evil Eye, Max Fury and Slingshot Party Gel have been targeted.

"Oregon Partnership has been a leader with other groups around the country to point out the dangers of these products mixing caffeine with alcohol and the marketing of these products to young people," said OP Communications Director, Pete Schulberg. "We're hoping the FDA proclaims them unsafe and bans them for good."

Last year, MillerCoors and Anheuser-Busch ceased production of alcoholic energy drinks after pressure from state attorneys general, but smaller companies continue to market the products.

"We're asking for their side of the story," said Joshua Sharfstein, Deputy Commissioner of the FDA. "Why they consider adding caffeine to be safe and legal."

The drink makers have 30 days to respond to the FDA's request.

Three years ago, Oregon Partnership helped lead the successful charge against Spykes, an Anheuser-Busch energy drink sold in two-ounce, multi-

colored bottles containing 12 percent alcohol. Anheuser-Busch eventually pulled the product from the market.

Later, the California-based [Marin Institute](#), an alcohol industry watchdog group, released the most comprehensive report yet on alcoholic energy drinks.

“The available research suggests that alcoholic energy drinks create a dangerous mix,” the report states. “Yet the alcohol industry markets the beverages with messages that fail to alert users to the potential for misjudging one’s intoxication. Indeed, these messages irresponsibly suggest the beverages will enhance alertness and energy.”

The companies market these products as ways to “party all night.” The Tilt and Bud Extra websites used pitches as “Move from party to after-party,” “Get your second wind,” and “Who’s up for staying out all night.”

The Marin Institute, along with Oregon Partnership, recommend that the producers of alcoholic energy drinks containing alcohol take them off the market, that the U.S. Department of Health and Human Services conducts research on the health and safety of energy drinks and that the Federal Trade Commission investigates energy drink producers’ marketing practices.