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BLU FROG MOTORSPORTS TEAM GOIN' RACIN' AT DAYTONA!

Newly Introduced Wildly Healthy Energy Drink Launches Brand With International Exposure at Daytona

Lake Mary, FL (February 5, 2009): The Limu Company will be making a major splash with the launch of its Blu Frog Energy drink by sponsoring entries in the Daytona 500, the Camping World 300 and the NextEra Energy 250 at Daytona International Speedway next week.

Blu Frog Energy will be the primary sponsor for the No. 75 Blu Frog Energy Dodge that will be running to qualify for the Great American Race, the Daytona 500 to be held on Sunday, February 15. Blu Frog Energy driver Derricke Cope of Cope/Keller Racing is a past Champion of the Daytona 500 and will drive the No. 75, which will also be racing in one of the Gatorade Duel Twin 150-mile qualifying races being televised by FOX on Thursday, February 12 at 2 pm ET. FOX will also televise the Daytona 500 Sprint Cup Series race on Sunday, February 15 starting at 3 pm ET.

Second generation driver Larry Foyt will drive the No.56 Blu Frog Energy Chevrolet Monte Carlo in the Camping World 300 on Saturday, February 14. MacHill Motorsports owns the No. 56. The Nationwide Series race features Larry Foyt and the rest of the rising stars of NASCAR facing off against the veterans of the NASCAR Sprint Cup Series in an exciting 120-lap, 300-mile event. The race will be televised by ESPN2 starting at 1 pm ET.

Foyt will also pilot the No. 74 Blu Frog Energy Dodge Truck in the NextEra Energy 250 Camping World Truck Series race on Friday, February 13. Cope/Keller Racing also owns the No. 74 Truck. That race will pit NASCAR's toughest trucks and drivers in a 100-lap battle under the lights, and will be televised by the Speed channel starting at 7:30 pm ET.

"We're really delighted to have The Limu Company and the new Blu Frog Energy drink as our sponsor," said Cope, the 1990 Daytona 500 Champion. "We're especially excited to create great synergy for the Blu Frog Energy brand in combination with Larry Foyt. It's pretty rare but very powerful to have three separate vehicles creating major branding and awareness opportunities for the same company. This Speed Week should give a huge boost to the Blu Frog Energy brand!"

Foyt echoed Cope's enthusiasm, saying "Our entire race team is excited about the opportunity to partner with The Limu Company and Blu Frog Energy in their national launch. They have a really exceptional product that our team loves, and the Blu Frog Energy brand is an exciting one that NASCAR fans will embrace. All of LimuNation will be thrilled with our races at Daytona, and we're just as thrilled to have Blu Frog Energy on board as our primary sponsor."

"All of us at The Limu Company are incredibly energized about our sponsorship positions at Daytona this year," said Gary Raser, Founder, President and CEO of The Limu Company. "Our members across the U.S. and around the world, almost 50,000 strong, are huge NASCAR fans and can't wait to see Derrike Cope and Larry Foyt race at Daytona with Blu Frog Energy. This incredible brand visibility comes at a perfect time for us, supporting our national launch of our new Blu Frog Energy Drink. And what better way to launch the brand than at Daytona! We're thrilled to be going racing with NASCAR and to be a part of the Great American Race, and the most-watched racing weekend in America."

About The Limu Company

The Limu Company is a fast-growing direct sales company located in Lake Mary, Florida, celebrating its fifth year anniversary in 2009. With three amazing products ... Original Limu™, Li'l Limu™ and Blu Frog™ Energy ... The Limu Company provides a significant home-based business opportunity that is making a difference in people's lives around the world, with tens of millions of dollars in commissions paid annually to our members around the world. The Limu Company is also a generous and dedicated contributor to its communities through its For Goodness Sake initiative, which supports a wide array of charities including St. Jude Children's Research Hospital, Ronald McDonald House, Meals on Wheels, Cincinnati Children's Hospital and the Orlando Union Rescue Mission, to name just a few. For additional information, please visit our websites at www.blufrogenergy.com and www.thelimucompany.com.