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**ROAR LAUNCHES MARVEL COMICS NATURAL  
LOW CALORIE HYDRATION BEVERAGE FOR KIDS**  
*Begins with Spider Man and The Avengers*

(March 28, 2017) – **Huntington, NY**—Roar Natural Hydration launches a new line of natural hydration beverages for kids featuring Marvel Comics’ Spider Man and The Avengers.

Available In 3 flavors-- Grape, Fruit Punch, and Apple--each flavor is identified with Spider Man or The Avengers. At just 20 calories and 2 added grams of sugar per bottle, each all natural, great tasting flavor, contains ABSOLUTELY NO Artificial Preservatives, NO Artificial Colorings, NO Artificial Flavors, NO added Sugar, and NO Additives.

All 3 flavors contain less sugar and calories than Honest Kids™ and Capri Sun™. Honest Kids Grape contains 71 calori<sup>e</sup>d and 11 grams of sugar while Roar Grape contains 20 calories and 2 grams of sugar. Capri Sun Grape contains 103 Calories and 27 grams of sugar. All in all, Roar contains 3.5 times less calories and 5.5 times less sugar!

Spider-Man made his first appearance in the Marvel Cinematic Universe in Marvel's Captain America: Civil War, debuting an all-new suit. Spider-Gwen continues to be one of Publishing's best-selling titles, and has taken the cosplay community by storm. Spider-Man is one of the most established Marvel characters and appeals to fans of all ages (Franchise Tracker - Oct 2015). Spider-Man remains the #1 favorite character across Boys 3-11 (2015 Character Strength Research). Spider Man Homecoming will be released in theaters July 7, 2017.

The Avengers is the highest grossing film franchise of all time, including three of the top-ten highest grossing releases. The growing Avengers roster with multiple core characters continues to interest consumers. Captain America's shield continues to be a top selling design and there is a strong overlap with action sports, including presence at X Games and being the first licensed activewear collection for women. Thor Ragnarok, a new Avengers movie, will be released in theaters November 3, 2017.

Roar's Low Calorie Hydration Beverage For Kids is being launched with both new movies in mind and will receive widespread media support.

**ROAR** utilizes the brand management services of Cascadia Managing Brands based out of Ramsey, NJ, to assist with their sales and marketing efforts.

### **About Roar:**

We have grown-up in a time when everyone aspired to be 'like Mike;' today's youth has an insatiable thirst for individuality, no fear of 'standing out.' Our goal at ROAR was not to simply create a healthier, better tasting sports-drink alternative, rather a lifestyle brand that catered to the next generation of consumers who consciously seek out brands who equip them with a sense of belonging, and take the time to understand all the things that matter to them.

ROAR represents a new breed of electrolyte infused hydration beverages with unique flavor combinations that set us apart from the rest. With a powerful base of coconut water and b-vitamins, loud "in your face" packaging, the expressive aspects of an energy drink, yet the functionality of a healthier sports beverage, ROAR is a bold, healthy, alternative to the sugary, artificial, traditional isotonic beverages available today. ROAR is scientifically formulated for fast assimilation and long lasting energy, featuring an advanced hydration system to help replenish both body and mind with less sugar, NO artificial flavors, NO preservatives, NO gluten, NO caffeine, NO high fructose corn syrup, NO brominated vegetable oil.

This is not your father's sports drink. This is ROAR – crafted for the generation that demands more.

For more information please visit us at <http://www.drinkroar.com/>.

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