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**FOR IMMEDIATE RELEASE - 01/29/13**

## **NEWS RELEASE**

### **“ZOBO” HIBISCUS DRINK SELECTS 60-YEAR-OLD BODYBUILDING CHAMPION AS FIRST SPOKESWOMAN**

RALEIGH, N.C. –ZOBO hibiscus drink will introduce its first spokeswoman, 60-year-old bodybuilding champion Shirley Minter-Smith, on Friday, Feb. 1 during a 10:30 a.m. press conference and mini-photo shoot at the Raleigh Business & Technology Center at 900 S. Wilmington St. near downtown Raleigh.

A few years ago, Minter-Smith was considered obese for her 5-foot, 3-inch frame, weighing more than 200 pounds. After adapting new eating and exercise habits, she lost half her body weight—more than 100 pounds—and began bodybuilding in her late 50s. In 2012, Minter-Smith won two national bodybuilding championships at age 60. In February 2013, she will become the first spokeswoman for ruby-red ZOBO hibiscus drink, an all-natural beverage that has no additives, no preservatives, no caffeine, and that’s made from ground hibiscus petals, which are widely regarded for their pro-health benefits.

To celebrate Minter-Smith’s accomplishments and healthy lifestyle, ZOBO has named her as its first spokeswoman. Her duties will include serving as an ambassador for healthy living and representing the Durham, North Carolina-based beverage company.

Mr. Kehinde Olajide, president and CEO of Hemisphere Beverages—makers of ZOBO—said, “We’re pleased to introduce Ms. Shirley Minter-Smith as the first spokeswoman for ZOBO hibiscus drink. Shirley is an inspiration for women and men of all ages and all walks of life to never give up on their dreams. The ZOBO team is proud to celebrate Shirley and her accomplishments. We look forward to an exciting and mutually beneficial collaboration to encourage healthy living and to make ZOBO a household name.”

Research shows that hibiscus drinks have been proven to reduce blood pressure, reduce blood cholesterol levels, and assist in weight-loss regimens. ZOBO currently offers six flavors for hot or cold drink consumption: Original, LemonLime, Vanilla, Pineapple, Strawberry and Ginger. Hemisphere Beverages manufactures and distributes refreshing “all natural” beverages with high nutritional values. For more information, visit [www.ZoboLove.com](http://www.ZoboLove.com). *To schedule an interview, contact V.K. Fields & Co. Public Relations PROS at (919) 829-5951 or e-mail [info@vkfields.com](mailto:info@vkfields.com).*

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## FACT SHEET

### What is ZOBO drink?

- ❖ 100% all-natural beverage, made from the hibiscus plant
- ❖ Refreshing hot or cold beverage
- ❖ ZOBO has 0 empty calories; 0 additives; and 0 preservatives

### What's the history of ZOBO?

- ❖ ZOBO is originally a drink from Nigeria (west) Africa
- ❖ ZOBO is made from the petals of dried hibiscus plants

### What is ZOBO made of and what health properties does it have?

- ❖ ZOBO is all-natural, made from the hibiscus plant
- ❖ Hibiscus is known for its pro-health and anti-aging properties
- ❖ Hibiscus has been proven to reduce blood pressure and cholesterol levels
- ❖ ZOBO also has a high antioxidant content
- ❖ ZOBO is caffeine-free and has 100% of recommended daily Vitamin C

### What flavors does ZOBO come in?

- ❖ Currently six flavors
- ❖ Original, LemonLime, Vanilla, Pineapple, Strawberry and Ginger

### ZOBO comes in a stick package; how do you drink/prepare it?

- ❖ Just add water (hot or cold)
- ❖ ZOBO can be a refreshing cold drink after a work-out
- ❖ ZOBO is great on a cold day; just add hot water and stir

### What is Hemisphere Beverages?

- ❖ Manufacturer and distributor of all-natural beverages with high nutritional values
- ❖ Company was founded in 2009; headquartered in Durham, North Carolina (USA)

### How can we learn more about ZOBO and Hemisphere Beverages?

- ❖ Visit online at [www.ZOBOLove.com](http://www.ZOBOLove.com)
- ❖ Visit online at [www.HemisphereBeverages.com](http://www.HemisphereBeverages.com)
- ❖ "Like" ZOBO on Facebook – at [Facebook.com/ZOBODrink](https://www.facebook.com/ZOBODrink)

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## **MEDIA ADVISORY**

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**WHAT:** “ZOBO” Hibiscus Drink Introduces First Spokeswoman  
**WHO:** Sixty-year-old bodybuilding champion Shirley Minter-Smith  
**WHEN:** Friday, February 1, 2013  
10:30 a.m.  
**WHERE:** Raleigh Business & Technology Center  
900 S. Wilmington Street, Raleigh, NC  
**SCHEDULE:** 10 a.m. ZOBO taste-tests and prize giveaways  
10:30 a.m. Welcome by RBTC Executive Director Bob Robinson  
10:35 a.m. Remarks and Introductions by ZOBO president Kehinde Olajide  
10:40 a.m. Comments by Shirley Minter-Smith  
10:45 a.m. Photos and Interviews with special guests

**DETAILS:**

The following individuals will be available for photos and one-on-one interviews with media at the conclusion of the event:

- Kehinde Olajide, ZOBO/Hemisphere Beverages
- Bob Robinson, Raleigh Business & Technology Center
- Shirley Minter-Smith, ZOBO Spokeswoman and Champion Bodybuilder

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## Hemisphere Beverages, LLC Management Team Biographies



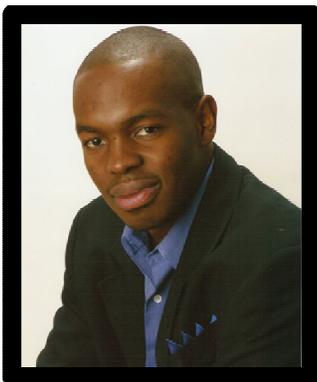
### **Kehinde Olajide, President & CEO**

Mr. Olajide has several years of combined business and information systems experience and has worked in different industries such as Healthcare, Finance, and Energy. Mr. Olajide started his professional career at Guaranty Trust Bank Plc, Lagos, Nigeria as an assistant banking officer and has since worked at other institutions including CSRA Waste, University Hospital, and UNC-Chapel Hill. Mr. Olajide serves as Board Chairman of Plentious Farms Limited, an integrated Agribusiness company that cultivates and processes plant and animal products. Mr. Olajide has a Bachelor's degree in Computer Science from the University of Ibadan, Nigeria; an MBA from the Lowder Business School, Auburn University, USA; and a Project Management Professional certificate from the Project Management Institute, USA. Kehinde and his wife Lola live in North Carolina with their two sons.



### **Taiwo Olajide, Chief Operating Officer**

As Chief Operating Officer, Mr. Olajide manages day-to-day operations, manufacturing, sales, and acquisition of new accounts for Hemisphere Beverages. Mr. Olajide has a Bachelor's degree in Engineering - Electrical/Electronics from the University of Ibadan, Nigeria. Mr. Olajide began his professional career as an associate Field Engineer with Halliburton Energy Services, Nigerian Ltd in Port Harcourt Rivers and then moved into the International pool of Halliburton's Professional Resources Department in 2004. He has lived and worked in the United Kingdom, Saudi Arabia, Thailand, and the United States. He and his wife Lara have two daughters.



### **Bolaji Oyejide, Chief Marketing Officer**

Mr. Oyejide is a marketing professional with more than 10 years of marketing experience and 12 years of e-commerce technical consulting and implementation experience. Mr. Oyejide has MBA training from Emory University, and Fortune 500 experience with Alfresco, RedHat, IBM, and Procter & Gamble. Mr. Oyejide has a Bachelor's degree in Computer Science from Morehouse College, USA, and an MBA from the Roberto C. Goizueta Business School, Emory University, USA. Bolaji and his wife Tamara have two sons.