

Exotic Drink Group of Washington DC launches Bizz'up in USA and Africa

FOR IMMEDIATE RELEASE

Washington, DC February 4, 2015, GB Group Global, in collaboration with the Atepa Groupe Senegal and Bizz'up GmbH, expands into the beverage arena with its new wholly owned subsidiary Exotic Drink Group.

Exotic Drink Group was formed to provide new, exciting and refreshing soft-drinks that reflect natural flavors of the African continent. Exotic Drink Group has signed a Partnership Agreement with Bizz'up GmbH, a German based company, to market and distribute this unique beverage in the United States and throughout Africa on a large scale. Bizz'up is a hibiscus based drink that has been formulated to provide a uniquely refreshing taste that is equally satisfying alone or as a mixer. Bizz'up is manufactured to date in Germany by Bizz'up GmbH (limited).

President & CEO of Exotic Drink Group, Dr. Gloria B. Herndon, said: *"We are proud to be the conduit for a highly unique and exotic beverage with its roots in the tropics and which has numerous functionalities as a mixer, refresher and stand alone."*

Exotic Drink Group is based on a partnership formed with top business man from Senegal Mr. Pierre Atepa. Mr. Atepa has been headlined in Forbes Magazine and as the top architect of Africa, he seeks to promote the beauty and uniqueness of Africa through various initiatives. Mr. Atepa said that *"This is a real milestone, the wonder drink that takes its roots in Africa the motherland cradle of humanity. Try it! It will get your very spirit sparkling because it is powered by nature."*

Mr. Andreas März, CEO of Bizz'up GmbH, noted that *"Bizz'up is a naturally revitalizing hibiscus drink for refreshment that has its roots in Africa. Derived from the long-standing, home-made African recipe for "bissap", Bizz'up is the culmination of years of hard work to develop a taste for all ages and also a natural product. Bizz'up does not only taste great "on the rocks", but also makes great long-drinks and cocktails such as GinBizz"*.

USFDA registrations have been concluded and the group anticipate the launch of Bizz'up in the Spring/Summer of 2015. Dr. Ndiouga Dieng, Vice-President of Exotic Drink Group, commented *"as a supporter and promoter of African natural and herbal solutions, Bizz'up is the manifestation of the goodness of the African nature combined with European technology that has been adapted to satisfy tastes across various continents creating a cultural fusion."*

"Exotic Drink Group is the actualization of trade between Europe, Africa and America." said Dr. Herndon. *"I am proud that our company is the merger of an American, African Diaspora, African, and an European operation in a business where there is economic parity. We will do everything we can to make certain this is the beginning of more such coalitions in the future! Today, all things are possible!"*



From left to Right: März, Herndon, Atepa, Heussen

ABOUT EXOTIC DRINK GROUP: It is a fully owned subsidiary of GB Group Global and has exclusive distribution rights for its portfolio of drinks within the US and Walmart Africa markets. We focus on delivering uniquely formulated refreshing drinks. Recipes developed keep true to the essence of the main ingredient, which are indigenous to the African continent. Our partners are dedicated to selecting locally grown ingredients and engage in fair trade practices. Our flagship product Bizz'Up is a refreshing hibiscus based soft-drink that can be enjoyed alone or as an exciting mixer. As with all GB companies, Exotic Drink Group is dedicated to building up local communities and aims to bring re-packaging, technical support and training where possible. Enjoy with us as we bring a refreshing taste of the African continent to you

ABOUT GB GROUP GLOBAL: It is a reflection of Dr. Gloria B. Herndon's [President & CEO] vision and is the culmination of over 45 years of fostering meaningful relationships across borders, believing in the human spirit, remaining committed to local communities and enabling the empowerment of others. The Group is committed to giving back to communities and those in need. Social give-back programs in education, healthcare and municipal development are just a few areas the GB Group champions together with its collateral partners. The GB Group currently focuses on innovative and sustainable solutions in the energy, environment and health sectors.

ABOUT Bizz'Up GMBH: it is a marketing and trading company based in Rosenheim, Germany, that focuses primarily on unique, exotic beverages. The company is owned by the März family who has long lasting ties to the food and beverage industry in Germany owning one of the largest group of companies in this segment throughout the 1990s. The family also has strong ties to Africa since the early seventies being one of the largest private investors in West Africa with four breweries, farming and meat processing. Based on that experience and the experts of Bizz'up have create the Bizz'up beverage marketing it on a global scale.

ABOUT ATEPA GROUPE: The Atepa Group has for more than 30 years striven to participate all over the continent at the rebuilding of what was once known as one of the leading civilizations of the world. Changing Africa, by participating in the making of its future, by identifying here and there partners in business, partners in progress, to use the potentials of this rich continent and work hand in hand to make them blossom. Global in the choice of their partners, global in the activities they have identified as being useful for the welfare of Africans and their partners, be it financial engineering, architecture, real estate, mining, transport, agriculture, energy. At Atepa, they create conditions for win-win ventures with their partners. So come and join us in this tremendous task of building Africa together.

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