

## WakeUpNow Reaches 100,000 Customers

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PROVO, Utah., May 9, 2014 /PRNewswire/ -- WakeUpNow, a social distribution company based in Provo, Utah, has surpassed the 100,000-customer mark.

In addition to more than 100,000 customers, the number of corporate employees has increased this past year from around 25 to more than 125.

WakeUpNow has made these remarkable strides despite being founded during the great recession in 2009. Despite reaching this landmark, WakeUpNow is not taking its success for granted and is in full expansion and investment mode.

WakeUpNow is in business for the long haul as evidenced by company's planned capital expenditures to develop proprietary nutritional and digital products, increased production of its popular Thunder energy drink, further development of proprietary back-office software platform and an e-commerce platform.

Other capital expenditures have included the build out of a fully equipped multi-media studio, the build out and furnishing of its 22,600 square foot leased office space, and the staffing and training of a growing customer service department.

One of WakeUpNow's most popular products is Thunder, a nutritional energy drink. Sales of Thunder have exceeded expectations. The initial factory production of Thunder sold out ahead of projections in April 2014. A shipment featuring a new can design arrives mid-May. Customers can also expect additional energy drink flavors to be added to the line later this year.

"Our goal has always been to put the highest quality products in the hands of our customers." said Chief Executive Officer Kirby Cochran. "Thunder has shown the world that energy drinks can be both healthy and affordable. We plan to disrupt numerous other product categories in a similar fashion in the near future."

WakeUpNow's diverse product line includes a long list of digital products including WUN Finance (a personal financial management app), WUN Speak (language learning software), WUN Local (providing discounts at local business), WUN Protect (providing online identity theft protection and computer security services), WUN

Vacation Club (providing wholesale pricing on hotels, timeshares, and cruises), and more.

WakeUpNow has rewritten the direct sales model. It does not focus on recruiting or requiring distributors to buy inventory and mark up prices to cover commission costs. WakeUpNow focuses on making competitively priced products and services available to everyone while paying commissions to its associates. Individuals that are interested in participating as independent distributors may do so at no cost.

WakeUpNow operates under a strict code of ethics (<http://www.dsa.org/ethics/>) as established by the Direct Selling Association. The DSA Code of Ethics requires that its members make no statements or promises that might mislead either consumers or prospective sales people. And it is currently developing even tougher standards.

"We are building the foundation and infrastructure of WakeUpNow to become a global, iconic company," said Elrod. "Our investment into our products and corporate operations is paving the way to support our exponential growth. WakeUpNow will be a legacy company."

#### About WakeUpNow

WakeUpNow is a social distribution network powered by an e-commerce platform that offers high quality digital, physical, and consumable products priced aggressively to compete with the general market. The platform gives independent distributors the ability to earn commissions for sharing those products with others.

[www.wakeupnow.com](http://www.wakeupnow.com) (<http://www.wakeupnow.com/>)

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