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NEUROBRANDS STATEMENT ON LAWSUIT SETTLEMENT
Statement attributable to Diana Jenkins, Founder, Neuro Drinks

I launched Neuro in 2008 with the goal of creating functional, science-based products designed to reduce stress, increase energy, support the immune system and promote restful sleep. Millions of consumers in California and beyond have raved about our products since their inception. I stood proudly by our products from the start—and still do.

That said, the grocery store has become a litigation hotbed. Over the past few years, dozens of food and beverage companies have been sued over product-labeling practices. In many of the suits — including the one brought by the Santa Monica City Attorney and Los Angeles County District Attorney Offices against Neuro Brands —the parties disagreed about how labeling claims should be interpreted. This is a labeling dispute. It has now been resolved.

In our case, we spent almost three years sharing detailed research findings about our products with city lawyers—everything from clinical trials conducted on Neuro Drinks to peer-reviewed scientific studies qualifying the efficacy of our ingredients.

After exhaustive discussions and ongoing disagreement over the science, we ultimately decided to settle the case rather than engage in costly, protracted litigation. We did not and still do not believe the allegations leveled against us are true. Indeed, both parties have stated publicly the decision to settle the case should in no way be construed as an admission of wrongdoing by Neuro Brands.

While there was disagreement over the complex details of the science, I believe everyone agrees that maintaining the trust and confidence of consumers in California and beyond is paramount. Accordingly, under the terms of the settlement, we will modify some of our labels in hopes of ensuring that the intent of our marketing messages and the impact of our marketing are aligned.

We currently sell 10 different varieties of Neuro. What's inside every bottle of Neuro will remain unchanged; the only thing that will change are some of the words on the outside.

Now that this agreement has been reached, my colleagues and I look forward to focusing on what we do best: innovating to create great-tasting, functional Neuro beverages.