

Celsius Holdings, Inc. Debuts Trainer-Grade Healthy Pre-Workout Drink "CELSIUS HEAT™" at Mr. Olympia Fitness & Performance Expo in Las Vegas

Introduces two new CELSIUS HEAT™ flavors, new stylized "C" logo and "Proven" ad campaign with appearance by platinum recording artist and workout enthusiast Flo Rida

BOCA RATON, Fla., Sept. 14, 2017 /[PRNewswire](#)/ -- Celsius Holdings, Inc. (Nasdaq: CELH), maker of the leading global fitness drink, CELSIUS®, today announced that CELSIUS HEAT™, its new trainer-grade line, will make its first appearance at the Mr. Olympia Fitness & Performance Expo, September 14-17 in Las Vegas (booth #425).

The healthy and delicious, energy-charged pre-workout drink comes carbonated in 16-oz cans packed with 2,000mg of L-citrulline and 300mg of caffeine. It's designed to provide a supercharged workout for athletic trainers, body builders, military personnel and endurance athletes looking to optimize their training results. Like flagship brand CELSIUS®, CELSIUS HEAT™ is also a dietary supplement which contains the same proprietary thermogenic MetaPlus® formula, proven to accelerate metabolism, boost energy and burn body fat and calories when combined with exercise.

CELSIUS HEAT will receive massive support from high-profile fitness enthusiast and recording artist, Flo Rida, who will appear for the first time as CELSIUS HEAT Elite, Chief Ambassador. With this title, Flo Rida will lead the "HEAT Elite" – a hand-picked group of individuals who excel at athletic performance. In addition, he will be the face behind CELSIUS HEAT's new "Proven" ad campaign, which will also make its debut at the event. The rapping sensation puts a premium on health and fitness and says that he is 100 percent behind the new CELSIUS HEAT drink because it fuels his grueling concerts, tours and workouts. His songs top the charts at gyms across the country and he personifies the brand.

"Whatever I'm doing, I push myself to the limit to be my ultimate best. CELSIUS HEAT has made a difference in what I can deliver and I've never felt better. Its healthy energy keeps me at peak performance and I encourage my fans, athletes, performers and anybody who wants to take it to the next level and achieve their personal best to try it," says Flo Rida.

CELSIUS HEAT will serve up its new flavors, Strawberry Dragonfruit and Tangerine Grapefruit, at Mr. Olympia 2017, joining its popular lineup of Inferno Punch, Blueberry Pomegranate and Cherry Lime. CELSIUS HEAT was a natural hit in the fitness channel earlier this year and was quickly taken on by major gyms and local fitness centers throughout the country, including giants like Crunch, Gold's Gym, 24 Hour Fitness and LA Fitness. It is available through military channels and will retail nationwide at the Vitamin Shoppe retail stores and through the chain's website. It can also be purchased through eCommerce websites such as BodyBuilding.com and is expected to be in national convenience chains in 2018.

The brand will also debut a new, high-impact, modular booth specially designed for the show. It highlights the iconic "C" logo, features a special area for Flo Rida and the "Proven" campaign and is sampling friendly.

EVP of Sales and Marketing, Vanessa Walker, said, "We've experienced great success with our CELSIUS Originals and Natural Line extension, which are geared towards health-conscious consumers who strive to live fit, or have an active lifestyle. We wanted to up the ante and create a more powerful, larger product. CELSIUS HEAT is an energy category entrant with a supplement panel, which is proven and targets consumers looking to enhance their results."

"CELSIUS HEAT is the only trainer-grade pre-workout drink that gives a healthy, power-packed punch. We're excited to share this product with consumers and introduce Flo Rida as 'Chief HEAT Elite' brand ambassador. After trying CELSIUS HEAT, people will begin to understand why it's Flo Rida's healthy energy drink of choice," said VP of Fitness and Alternative Channels, Jon McKillop.

Media Advisory: Flo Rida will be at the CELSIUS booth #425 from 11:00am to 1:00pm on Friday, September 15, 2017.

For additional information, please visit www.CELSIUSHEAT.com.

About Mr. Olympia Fitness & Performance Expo

The 2017 Joe Weider's Olympia's Fitness & Performance Expo will be held on September 15-16 at the Las Vegas

Convention Center – South Halls 1 & 2. The Expo will showcase events including Mr. Olympia, 212 Showdown, Fitness, Figure, Bikini Olympias, Men's and Women's Physique Showdowns, the Strongman Challenge, Pro Powerlifting Championships, Bikini Model Search, Men's Model Search and Olympic Weightlifting. This year, 55,000 bodybuilding and fitness enthusiasts from around the world are expected to attend.

About Celsius Holdings, Inc.

Celsius Holdings, Inc. (Nasdaq: CELH), founded in April, 2004, is a global company, with a proprietary, clinically proven formula for its brand CELSIUS®. Celsius Holdings, Inc. has a corporate mission to become the global leader of a branded portfolio which is proprietary, clinically proven or innovative in its category, and offers significant health benefits.

CELSIUS®' original line comes in seven delicious sparkling and non-carbonated flavors in sleek 12oz cans, and is also available in single serve powdered packets. CELSIUS®' new natural line is available in six refreshing flavors: three sparkling and three non-carbonated, this line is naturally caffeinated and naturally sweetened.

New to the portfolio, CELSIUS HEAT™, a trainer's grade version of the proprietary blend, offers additional caffeine as well as L-citrulline, a proven vasodilator. CELSIUS HEAT™ is sold in 16oz cans and is available in three carbonated flavors: Inferno Punch, Cherry Lime and Blueberry Pomegranate, and now Strawberry Dragonfruit and Tangerine Grapefruit. CELSIUS HEAT™ targets professional trainers, endurance & competitive athletes, those who focus on defined, physical results, and the military, versus the flagship line which comes in a smaller package and appeals to the masses, as an active lifestyle brand.

CELSIUS® has no preservatives, no aspartame, no high fructose corn syrup, and is non-GMO, with no artificial flavors or colors. The CELSIUS® line of products is kosher and vegan certified, soy, gluten, and sugar free and contains very little sodium. CELSIUS® is sold nationally at Fitness Clubs, 7-Eleven stores, Sprouts, The Fresh Market, and key regional retailers such as HEB, Publix, Winn-Dixie, Harris Teeter, Shaw's and others. The first university study of the science underlying CELSIUS® products was conducted in 2005, and additional studies from the University of Oklahoma were conducted over the next five years. All studies were published in peer-reviewed journals and validate the unique benefits CELSIUS® provides. For more information, please visit www.celsiusholdingsinc.com.

SOURCE Celsius Holdings, Inc.

For further information: Megan Bell, Rosica Communications, megan@rosica.com, 201.843.5600
