

NASCAR Announces Multi-Year Partnership with Monster Energy for Premier Series Entitlement

Brand Becomes Official Energy Drink of NASCAR, NASCAR All-Star Race Title Sponsor

NASCAR and Monster Energy announced today a multi-year agreement for the premier series entitlement as well as the prestigious annual NASCAR All-Star Race. Monster Energy, which will begin its tenure as naming rights partner on Jan. 1, 2017, will become only the third company to serve as the entitlement sponsor in NASCAR premier series history, following RJ Reynolds and Sprint/Nextel.

As part of the agreement, the brand also becomes the Official Energy Drink of NASCAR.

"Monster Energy is a brand built on excitement and enthusiasm, qualities that align with NASCAR," said Brian France, NASCAR Chairman and CEO. "This sponsorship position is the most unique in all of sports and entertainment, and we are thrilled to have a partner that will help us further elevate the series. Today's announcement is the culmination of a thorough search, one that resulted in the right partner at this important time in our sport's history."

NASCAR premier series races long have been a bucket-list destination for sports fans throughout the country, and starting next season, Monster Energy will elevate the event experience to an even higher level. As part of the agreement, Monster Energy will engage with fans in creative, innovative ways at all race tracks where the premier series will race.

"Monster Energy has an established and versatile history in motorsports, and we're thrilled to take this historic next step," said Rodney Sacks, Monster Beverage Chairman and CEO. "We feel strongly



that our brand is a perfect fit for this sport and its star athletes. We look forward to interacting with the millions of passionate NASCAR fans week-in, week out."

About Monster Beverage Corporation

Based in Corona, California, Monster Beverage Corporation is a holding company and conducts no operating business except through its consolidated subsidiaries. The Company's subsidiaries develop and market energy drinks, including

Monster Energy® energy drinks, Monster Energy Extra Strength Nitrous Technology® energy drinks, Java Monster® non-carbonated coffee + energy drinks, Monster Rehab® non-carbonated energy drinks with electrolytes, Muscle Monster® Energy Shakes, Übermonster® energy drinks, NOS® energy drinks, Full Throttle® energy drinks, Burn® energy drinks, Samurai® energy drinks, Relentless® energy drinks, Mother® energy drinks, Power Play® energy drinks, BU® energy drinks, Nalu® energy drinks,

BPM® energy drinks, Gladiator® energy drinks, and Ultra® energy drinks. The Company's subsidiaries also develop and market Mutant™ Super Soda. For more information, visit www.monsterbevcorp.com.

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