For Immediate Release

**Gas Monkey Garage Unveiling New Energy Drink**

**And Launches Marketing Plan Around Motorsports**

**Worldwide Gas Monkey Brand Moves into the Beverage World with New Products**

**DALLAS (January 21, 2016)** – Gas Monkey Garage has announced its entering in the beverage category next month with the introduction of “Gas Monkey Energy,” an innovative drink with a light sweet honey taste.

The highly-popular Gas Monkey Garage, featuring collection cars and auto rebuilding in the worldwide television show, “Fast N Loud” on the Discovery Channel, now expands its brand with a new energy drink that will be available at the end of February.

“Gas Monkey Energy” will be produced in two flavors, Regular and Zero, and will be packaged in a 16 ounce specially-designed can. A special promotion for “Gas Monkey Energy” initially will come online next month and the first wave distribution is set for the eastern half of the United States as well as Texas. A second introductory wave will come later in 2016 for the western half of the country.

“I want to leave a mark with our Gas Monkey Garage brand,” Rawlings said. “And the new Gas Monkey Energy products are a part of our expansion. This new beverage will be very popular due to its unique taste. We hope everyone will give it a try.”

Led by Rawlings, Gas Monkey Garage has been a successful car restoring business in Dallas with a unique style. The Garage staff travels the state of Texas and surrounding states to find forgotten classic cars to buy and restore. The Gas Monkey Garage brand is one of the world’s most visible logos in the automobile industry.

The “Fast N Loud” television series is viewed weekly by over 2.2 million in the U.S. and also is telecast in over 200 countries and in 38 different languages.

As part of the “Gas Monkey Energy” introduction and unveiling, Rawlings and his staff announced the company’s new marketing initiative

The “Gas Monkey Energy” marketing launch today also includes a unique motorsports involvement with three racing teams sporting the Gas Monkey Garage and Havoline branding.

In 2016, Gas Monkey Garage will partner with the Dreyer & Reinbold – Kingdom Racing IndyCar team and young driving star Sage Karam in the 100th Indianapolis 500, the Viper Exchange/Riley Engineering Dodge Viper in the Weather Tech United Sports Car Championship and the Texas-based Laughlin Motorsports Pro Stock Camaro in the NHRA Mello Yello national drag racing series. The new motorsports alliance also will promote the new “Gas Monkey Energy” beverages. The race cars’ designs are creative and produced by Wraps 360.

“We are extremely excited to announce our new Gas Monkey Garage Energy products matching up with our three racing teams,” said Rawlings. “Motorsports is a perfect match with the Gas Monkey Garage brand. We can’t wait to see the Gas Monkey Energy IndyCar, Dodge Viper and Chevrolet Camaro on the track.”

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**About Gas Monkey Garage**: In 2002, Richard Rawlings launched Gas Monkey Garage. The Garage created and transported automobiles for customers worldwide. Since 2012, the facility has been the focus of the [Discovery Channel](https://en.wikipedia.org/wiki/Discovery_Channel) series [*Fast N' Loud*](https://en.wikipedia.org/wiki/Fast_N%27_Loud). In September 2013, Rawlings started [Gas Monkey Bar N' Grill](https://en.wikipedia.org/wiki/Gas_Monkey_Bar_N%27_Grill) in [Northwest Dallas](https://en.wikipedia.org/wiki/Northwest_Dallas) with a second location at [Dallas Fort Worth International Airport](https://en.wikipedia.org/wiki/Dallas_Fort_Worth_International_Airport) opened in March 2014. In October 2014, [Gas Monkey Live](https://en.wikipedia.org/wiki/Gas_Monkey_Bar_N%27_Grill#Related_ventures), a venue dedicated predominantly to live music, was opened. In May 2015, Rawlings published his first autobiography entitled *Fast N’ Loud: Blood, Sweat and Beers*. In 2016, Gas Monkey Garage will partner in three motorsports effort withthe Dreyer & Reinbold Racing Gas Monkey Garage Special in the 100th Indy 500, the Riley Engineering Dodge Viper in the United Sports Car Championship and the Laughlin Motorsports Pro Stock in the NHRA Mello Yello Series.