



News Release

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7-Eleven® Handee Marts Now Offering Bee Awake™ All-Natural Energy Supplement

Clemmons, NC, May 10, 2005 -- Genisys Business Connections (GBC has announced that the company's Bee Awake™ product will now be available at 7-Eleven® Handee Marts stores in Pennsylvania, Northern Ohio, Western Virginia and portions of Maryland. Handee Marts, Inc. is the first 7-Eleven licensee to carry the Bee Awake product.

Bee Awake is a doctor-developed, all-natural energy and dietary supplement which helps people stay mentally alert and physically energized.

"Handee Marts carefully chose Bee Awake because it provides a fast, safe and ephedra-free way for people to get the energy and nutrients their bodies are craving," says Bruce Earhart, Handee Marts Director of Marketing.

GBC purchased Bee Sweet, the makers of Bee Awake, in 2004 and have since focused on expanding the markets for their products. In April 2005, the Bee Awake product received all new packaging and point-of-purchase materials. To maximize the availability of Bee Awake, GBC markets the product to convenience stores, health food stores, restaurants, college bookstores, travel centers, distributors and directly to consumers.

"We are so pleased that Bee Awake will now be available at Handee Marts locations," notes Luann Prater, managing partner of Genisys Business Connections. Prater continues: "We are excited about partnering with Handee Marts and their distributors to make Bee Awake a top item in every location. To make this a reality, we are launching an aggressive, grass roots PR campaign to get the word out about Bee Awake. Beginning in May, we will be visiting Handee Marts locations to hand out free samples and introduce thousands of consumers to Bee Awake's unique benefits."

For ingredient information on Bee Awake, please visit www.beeawake.com.

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