



## News Release

### **Bee Awake Purchased By Truck Industry Marketing Veterans**

September 21, 2004, Clemmons, NC – Bee Sweet, Inc., makers of Bee Awake, has been purchased by Genisys Business Connections, LLC. Bee Awake, an all natural, ephedra-free energy booster, has been sold in truck stops throughout North America for over 20 years.

Genisys Business Connections (Genisys), which also offers marketing services to numerous companies, is jointly owned and operated by long-time trucking industry marketers Luann Prater and Jeff Glatus.

“We are really excited about the future of Bee Sweet product line,” notes Luann Prater, co-owner and managing partner for Genisys. “It is a great feeling to know that we are marketing a product that helps people improve the quality of their lives. While we make no specific health claims regarding the physical effects of bee pollen, we do talk with people every day who feel that pollen is helpful when living with common ailments like allergies, anemia, arthritis, back pain, low energy, fatigue, and high cholesterol.”

Truckers have been the backbone of the Bee Sweet business and we appreciate their continued loyalty,” says Jeff Glatus, co-owner and managing partner for Genisys. “Our goal is to offer top quality products and superior support to our current customer base while continuously improving and expanding our product line and retail distribution points.”

For more information on Bee Awake, and other Bee Sweet products, visit them on-line at [www.beesweet.com](http://www.beesweet.com) or call the order line at 1-800-BEE-1070.

#### **About Bee Awake**

Bee Awake contains a unique combination of natural ingredients including Bee Pollen, Guarana, Vitamin B-12, Siberian Ginseng and Chromium Picolinate. Truckers use Bee Awake to stay alert while driving. They report that it gives them a gentle boost and then wears off in a few hours – allowing them to relax and fall asleep when they need to. In addition to Bee Awake, Bee Sweet also offers a complete line of bee pollen products which people use to boost their energy levels and bolster their immune systems.

#### **About Genisys Business Connections, LLC.**

Based in Clemmons, North Carolina, Genisys Business Connections, LLC is a full-service marketing services agency specializing in improving sales and profits for business-to-business clients in trucking, technology and retail markets. They can be reached at 336-712-9712 or on-line at [www.genisysbc.com](http://www.genisysbc.com).

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