



## **BODYARMOR SPORTS DRINK NAMES PAUL LUKANOWSKI CHIEF OPERATING OFFICER**

*Long-time Coca-Cola Bottler Executive to Join Fast-Growing Sports Drink*

**WHITESTONE, NY. (January 7, 2019)** – BODYARMOR, the fastest-growing sports drink in the category, today announced that Paul Lukanowski will join the team as Chief Operating Officer.

Lukanowski will join BODYARMOR on March 4<sup>th</sup> and will be responsible for overseeing bottler relations, national accounts, commercial operations and international expansion. Lukanowski joins the team as the brand begins its first full year of distribution by Coca-Cola bottlers. Lukanowski will report directly to in-coming president, Brent Hastie.

“Paul is the perfect addition to BODYARMOR’s senior leadership team at an extremely important time in the company’s history,” said Mike Repole, Founder and Chairman, BODYARMOR. “Paul’s expertise and knowledge of the Coca-Cola bottling system and impressive track record within the beverage industry will help continue BODYARMOR’s momentum in the system and bring us closer to our goal of becoming the #1 global sports drink by 2025.”

Lukanowski is a 20+ year veteran of Swire Coca-Cola, one of the largest bottlers in the Coca-Cola system. Most recently, Lukanowski served as Chief Operating Officer for Swire and has held various leadership positions throughout his tenure there. Lukanowski is a graduate of Central Michigan University.

“I have watched the explosive growth of BODYARMOR as a competitor for many years and I was thrilled with the minority investment of The Coca-Cola Company earlier this year,” said Lukanowski. “I could not be more excited for the opportunity to join Mike, Brent and the senior leadership team at BODYARMOR as we continue to revolutionize the sports drink category.”

BODYARMOR finished 2018 with more than \$400 million in retail sales and an 8 share in the sports drink category. In 2018, BODYARMOR launched a multi-million marketing campaign; and throughout last year BODYARMOR added more than 50,000 retail outlets; became the official sports drink of the UFC and Team Penske; and announced BODYARMOR as the official sports drink of NCAA March Madness, the largest marketing partnership in the history of the company.

### **About BODYARMOR Sports Drink**

BODYARMOR is a premium sports drink that provides superior hydration. It is packed with electrolytes, coconut water and vitamins and is low in sodium and high in potassium. Created in 2011 by Mike Repole and Lance Collins, BODYARMOR contains natural flavors and sweeteners and no colors from artificial sources. In 2013, Kobe Bryant joined the BODYARMOR team as one of the top shareholders in the company. In 2017, BODYARMOR launched BODYARMOR LYTE, which has all the same nutrients as BODYARMOR Sports Drink but is naturally sweetened and has only 20 calories per serving; and BODYARMOR SportWater, a premium sport water designed by athletes, for athletes with a performance pH 8+ and electrolytes for sport. In August 2018, The Coca-Cola Company purchased a minority stake in BODYARMOR, making them the second largest shareholder behind Repole.

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