



**ALL THE SUGAR . 2X THE CAFFEINE**

FOR IMMEDIATE RELEASE

## **KATHRYN LYONS NAMED JOLT COLA SPOKESPERSON**

*Famous D.C. Managing Editor to help relaunch iconic energy drink*

September 5, 2017 (Rochester, New York) – Jolt Cola announced today the appointment of Kathryn Lyons as the official company spokesperson. The original American energy drink will be back on shelves later this month and Lyons will be critical to sharing the news with Jolt supporters across the country and around the world.

“This is Jolt’s time,” said Jolt CEO Doug Dixon. “Kathryn is tenacious and well-suited to be Jolt’s spokesperson as the company takes back its rightful place as the carbonated energy beverage of America.”

Lyons is a regular Fox News contributor and formerly appeared on NBCNews.com digital programming. As an alumnus of NBC Universal, Kathryn has worked on the TODAY Show, the Week Ahead in Politics, and NBC Nightly News with Brian Williams. A native of Tampa, Florida, she received her B.A. in mass media communications from Florida State University.

“Helping guide Jolt Cola’s resurgence in America is an exciting and challenging opportunity,” shared Lyons. “This much-beloved brand embraces its market position as America’s first carbonated energy cola. Connecting Jolt to a whole new generation of energy drink consumers will be exhilarating.”

Lyons will continue in her role as Manager Director of Famous D.C., the digital media company based in Washington, D.C. that creates content reaching more than 3.2 million people each month.

### **ABOUT JOLT COLA**

Launched in 1985 as America’s first carbonated energy drink Jolt Cola dominated the hearts and minds of gamers, hackers, journalists, and other night owls across the country with its commitment to all the sugar and twice the caffeine in every can. Despite its cult following, some bad business decisions (e.g. battery cans) forced the company to stop production and eventually dismantle the Jolt Cola empire. Now, Jolt CEO Doug Dixon’s vision for Jolt Cola as the phoenix of energy drinks will bring the seriously jacked-up cola back to market in September 2017. Single cans will be available for purchase (\$1 each) exclusively at Dollar Generals across the country. Learn more at [joltcola.com](http://joltcola.com).

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