

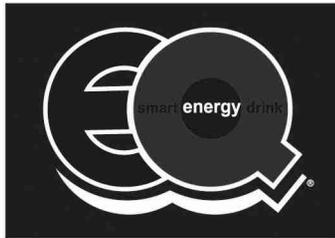
CEO CFO

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The Most Powerful Name In Corporate News and Information

With Their EQ Smart Energy Drink®, EQ Labs Is Focused On Becoming An International Brand Name With Staying Power, While Capturing A Large Percentage Of The Market



Gotta Have It!

Consumer Goods
Beverage
(EQLB-OTCPK)



Maurice Owens
President and CEO

BIO:

Maurice "Mo" Owens – CEO

Shaped and molded from the harsh inner-city of Southside Chicago, Mo decided to make the Las Vegas Valley home in the early 1990's and carried with him large aspirations. During his early days in Vegas, he excelled in the field of automobile sales among those who eventually became visual icons of the industry. Mo is considered a "marketing visionary" because of his ability to see beyond the big picture." He has successfully launched and served on the executive management team of several companies, headed investment clubs and managed portfolios for clients that exceeded \$30 million, in

addition to personally generating several million dollars in net sales. As a former athlete, Mo has successfully parlayed relationships he established in sports and commerce into viable business opportunities. He has owned and operated businesses and has served as an equity investor in several successful enterprises. He is fast to admit that one of these ventures had a unique closeness to his heart; a jazz nightclub dubbed *One Mo Time*, in 1998. His acute passion for jazz is prevalent as he hopes to open another club like it at some time in the future. At present, his focus is on the projects at-hand. Mo takes pride in admitting that he incorporates many of the values and principles he acquired through earlier professional, volunteer, and community activities into his present endeavors.

Company Profile:

EQ Smart Energy Drink® is an effervescent tablet that provides instant energy in any beverage. Consisting of a blend of essential vitamins, Ginkgo Biloba and less caffeine than a cup of coffee, EQ keeps you going anytime -- day or night. Since one tablet of EQ Smart Energy Drink® is the equivalent of one can of any competing energy drink on the market, it is more economically efficient and convenient for consumer usage than most energy drink products in the marketplace. EQ is sold in either packets of one single tablet or 3-inch tubes of six tablets. The product does not have to be kept cold to enjoy, nor does it require a lot of space. As an example, a 3-inch tube containing six tablets can be transported in a pocket or purse, and yet (when combined with 8-10 ounces of any beverage), each serving is the equivalent of a can of the leading energy drinks. Thus, a 6-tablet tube is the equivalent of six cans of energy drinks, at a significant cost savings. EQ is all about

energy and living the All-American Lifestyle.

The Company presently distributes its products through national distributors, such as McLane Distributors, which distributes to the national convenience store chain 7-Eleven, and numerous other regional distributors, and has been approved for consumer consumption by the Ministries of Health in Latin American countries such as Mexico, where EQ Labs sponsored the off-track racing team that won 1st Place (in Series 5) in the prestigious Baja 1000 in 2007. Similar approval is pending in Brazil, where the largest nationwide pharmacy chains have formally requested national distribution privileges.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com

CEOCFO: You have a very interesting entrepreneurial background; why were you interested in EQ?

Mr. Owens: "My interest in EQ was captured about four years ago when I was involved in another company in the nutraceutical industry. Basically, I just got excited about it when saw the possibilities. This is an \$8.5 billion industry; and while Americans are really beginning to embrace effervescent as nutritional supplements, it is something the Europeans have done for years. Add to those attributes the fact that I truly liked and believed in the product, and it became a no-brainer."

CEOCFO: What is the vision for EQ?

Mr. Owens: "The vision for EQ is to become an international brand name. We are not here to come and go and we want

to be here for years to come and capture a large percentage of the market.”

CEOFCO: What is special about EQ?

Mr. Owens: “What is special about EQ is that it is one of the first effervescent energy drink products, and we espouse the concept for consumers to “think outside the can”. We have 6 tablets that equal to 6 cans of energy drinks. Besides being very competitive in pricing, there’s no sugar, no calories. These are advantages that we emphasize to consumers.”

CEOFCO: Is there any taste?

Mr. Owens: “Yes, we have four flavors. There is our original flavor along with 3 new flavors, which are: strawberry, apple called *Mo’s Apple*, and lemon lime. We wanted to distinguish our product taste from the other products on the market. If you taste the majority of canned drinks, you will notice that they all seem similar in taste. We think this is because later brands wanted to appear to be the same as leading products that were developed earlier. Because it’s an effervescent, our product is different in application, so we had no hesitancy in deciding to distinguish ourselves in terms of taste. Most consumers like options. By thinking “outside the can,” we are better able to accommodate taste preferences.”

CEOFCO: How is EQ typically used and how do the flavors work when you are not using water?

Mr. Owens: “What some of our customers are doing is when they get up in the morning; they put it into their juice or even tea. EQ is preferred by a wide cross-section of consumers. I won’t list them all but here are some examples: athletes love the product because it provides energy for competition or simply workouts; truck drivers like EQ because it keeps them alert for long drives; college students use it for a variety of purposes, such as late night studies and/or for partying (in fact, we know that some consumers are putting it into their vodka to enhance the flavor of the vodka, just as they do with canned energy drinks); and it also helps with hangovers. One university executive has stated that she finds it most beneficial

right after lunch. It keeps her awake during long (and sometimes boring) meetings. As I stated, the product appeals to a large cross-section of consumers.”

CEOFCO: What are the basics of where you are today?

Mr. Owens: “First we had a vision that was practical and pragmatic. We implemented this vision through a dedicated team of individuals who appreciated the efficacy and effectiveness of the product. As a result, we are now with one of the largest distributors in the country, which is McLane Distributors and have solidified distribution relationships with major retail outlets such as 7-Eleven, Rite Aid/GNC, and national convenience stores. We actually are growing very rapidly. We recently formalized deals with the 7-Eleven franchise stores in the southwest and north, so we are looking forward to placing EQ Smart Energy

“What is special about EQ is that it is one of the first effervescent energy drink products, and we espouse the concept for consumers to “think outside the can”. We have 6 tablets that equal to 6 cans of energy drinks. Besides being very competitive in pricing, there’s no sugar, no calories. These are advantages that we emphasize to consumers.” - Maurice Owens

Drink into approximately 4,000 additional stores.”

CEOFCO: Is word of mouth important for you in marketing?

Mr. Owens: “Actually, what we did 3 years ago was to engage in gorilla marketing. So, we didn’t go the conventional way. We went underground and built loyalty with the 18 to 35 age group and then our client sales grew from there. We did multiple sponsors like major colleges and universities, NASCAR, Off-Road Racing, Volleyball, the NFL, MLB (baseball), the NBA, Mixed Martial Arts and even Sumo Wrestling. We kind of spread our stuff out. This has paid off in dividends. Luckily, we secured endorsers and promoters from these organizations who have been very effective at bringing attention to our brand. We appear at various venues on a national and international basis with these sporting icons and their impact is amazing. People come out of the woodwork to meet them and try our

product, based on their endorsement of it. When we sponsored the winning team in the prestigious Baja 1,000 in Ensenada, Mexico, we gave out samples and souvenirs to 25- 30 thousand people from all over the country (simply because the driving team we sponsored was in attendance, wearing our logo and recommending our product).”

CEOFCO: What is the competitive landscape like?

Mr. Owens: “There was one effervescent product that we were of when we began business, but they operated on a Multi Level Marketing basis. There were also some other companies producing a powder that is mixed with water or a beverage. This actually allowed us to enter the market with an advantage. Since our arrival, there have been several “copy cat” versions of EQ Smart Energy Drink® but our research documented that those products were inferior, especially in taste, since the pricing was not a factor. This might sound cocky, but as far as we are concerned, this has caused us to feel are actually the only one on the market. Our landscape is open to us. We ‘think outside the can’. We don’t have to worry about cans. We don’t have to worry about consuming

a bunch of space and you can actually put one or 2 in your pocket and you can actually share your product with other people. Regardless to what anyone will say, word of mouth is still the most effective method of advertising (although we are using a multi-media approach to support our retailers on a national and international basis).”

CEOFCO: Tell me a little about your international exposure.

Mr. Owens: “Mexico is a huge market that we are growing in. We do many sponsorships, like the Baja 1000 that we won in 2007. We recently formalized an agreement with the winner of the 2008 Baja 1,000, which will be viewed by over 20 million in 2009. We also sponsor the international volleyball tournaments in Ensenada, Mexico each summer. In addition, we are getting ready to launch in Brazil. We should be in Brazil by September. Finally, we recently formalized

an agreement with a sales consultant in Canada. International sales consume a considerable amount of time. We first have to obtain approval from the government in foreign countries before the product is eligible for consumer sales, but we have made a commitment to embrace these markets, despite the time and expenses required."

CEO CFO: What is the market in general for energy drinks and what sets EQ apart aside from the effervescence?

Mr. Owens: "What separated us is that our product is new and exciting - - and it works. People notice the increased energy. Our energy tables glow in the dark under a black light, so when the kids take it into the clubs and pull them out it attracts a lot of attention. People are like, 'What is that?' Then when you put it in the drink, it also has another glow to it; so people are like "wow that's neat". EQ does not taste like the majority of energy drinks in cans. Its unique taste adds flavor to drinks these people appreciate. Finally, what sets EQ apart is that we have convenient packaging that allows one to put a single tablet or tube in a pocket or small purse."

CEO CFO: Typically, energy drinks bring you up and crash you down; is this an issue for EQ?

Mr. Owens: "With our product, one of the good things is that we are sugar-free and that's one of the main reasons why you crash on a lot of these other products. Numerous other products have so much caffeine and sugar in them, so by the time it takes for it to go through your system, you crash. Again, EQ has no sugar, and only 83 mgs of caffeine, which is less than one cup of coffee. We also contains Ginkgo Biloba, which helps with hangovers."

CEO CFO: How do you fend off potential competitors?

Mr. Owens: "We are in the energy drink market, but right now, we don't have a

competitor that has come close. One of the exciting things with EQ is that it is the newest way to take acquire fast energy through a supplement, instead of rushing in there and grabbing a can. You can see in the market that everyone is trying to be more creative, but I go to conventions every year and there are 100 to 200 energy drinks that are new that come on the market and 95% of those are in a can."

CEO CFO: With the environment being an issue today, how do you address the 'green' issue?

Mr. Owens: "I'm glad you brought that up. We actually have EQ "in green" and our packaging will be biodegradable. Our new single pack foil will be biodegradable and also our tubes are going to be recyclable."

CEO CFO: You've recently become public with EQ; what is the financial picture for you today?

Mr. Owens: "The financial picture in 2008 was kind of rusty for everybody. What I usually tell my partners (I also tell my workers) is that there are companies that had hundreds of millions of dollars and that had to close down. We are a new company on the market, our profit margin is growing, and we're still here. That's a good sign. There were a lot of little companies that thought they would wait through and they made it. However, there were also a lot of big companies that have just lost everything. As far as "the picture" is concerned, let me say that it is not blurry. While other companies may agonize over the uncertainty of their future, we remain optimistic as a result of the continued growth we are realizing."

CEO CFO: What is ahead for EQ?

Mr. Owens: "In 6 weeks, we are going to introduce some new flavors that will hit the market in June and there will be green single packs. In 6 months, we are trying to get to NASDAQ to build off of our profit margin. We are going to introduce the first energy drink under a dollar.

EQ's concept is *6 cans of an energy drink in one tube*. So we are going to have one pack of energy drinks for 89 cents."

CEO CFO: Where is the biggest market today and do you see that changing or how do you increase it?

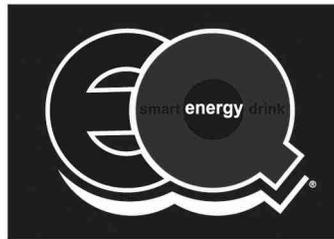
Mr. Owens: "What we are finding out is that when we first started off with the tubes, it was big, but what has happened is because the economy is challenged, the consumer is going for the single packs which are 89 cents which is a lot more affordable. We think that we should probably be at a 25% profit increase by September."

CEO CFO: Why should EQ Labs stand out for potential investors?

Mr. Owens: "EQ is a new revolution of the energy drink concept. We're the leaders of it and we're going to continue to be the leaders. You are going to see new energy drinks come out in the form of effervescent, and our contention is that is the most inexpensive and perhaps healthiest energy drink on the market."

CEO CFO: Final thoughts, what should people remember most about EQ?

Mr. Owens: "They should remember that EQ has a very exciting relationship with consumers. We are the only product that you can actually share with someone else when you are going to buy one. We are out there in the community with sponsorships like Baja 1000, NASCAR, NBA, and the NFL. We also brought in Michael Pittman, a world champion Super Bowl ring holder (Raiders vs. Tampa Bay). Michael Pittman came on board and we have just brought some new X-Games athlete aboard to make our product more exciting to share with the community."



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