



September 15, 2016

## Fizzics

We are pleased to share with you exciting news concerning our client, Fizzics Group, a startup company with which we have worked almost since its inception.

Fizzics has developed patent-protected technology that improves the taste of canned and bottled beer to brewery fresh draft when modified by its sophisticated process. Led by a creative pair of technologists, Philip Petracca and David McDonald, Fizzics has made great progress with major retailers since the initial marketing of its revolutionary beer system in 2015. A true success story, Fizzics initially was self-funded and then raised additional capital through crowdsourcing. In this short time, the Fizzics product has achieved significant marketplace success with national roll-outs at Brookstone, Best Buy, Target, Amazon and Total Wine & More.

Fizzics recently was selected to present its product on the season premiere of Shark Tank, which will air Friday, September 23, 9:00-10:00 p.m., ET/PT on ABC. We hope you will tune in to Shark Tank and see the reaction of all six Sharks – Mark Cuban, Kevin O'Leary, Daymond John, Lori Greiner, Barbara Corcoran and Robert Herjavec to the Fizzics Draft Beer System. Philip and David will demonstrate how their technology and product is revolutionizing the beer dispensing industry and elevating the overall beer drinking experience.

Fizzics anticipates the marketing impact will be stunning.

We are excited and proud to have nurtured this enterprise.

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If you would like our help in connection with bringing a new product to market or helping a start-up company obtain financing, please call any of the undersigned or your regular Warsaw Burstein attorney.

Frederick R. Cummings, Jr.	<a href="mailto:FCummings@wbcsk.com">FCummings@wbcsk.com</a>	(212) 984-7807
Thomas Filardo	<a href="mailto:TFilardo@wbcsk.com">TFilardo@wbcsk.com</a>	(212) 984-7806
Martin R. Lee	<a href="mailto:MLee@wbcsk.com">MLee@wbcsk.com</a>	(212) 984-7868

Marshall N. Lester	<a href="mailto:MLester@wbsk.com">MLester@wbsk.com</a>	(212) 984-7849
Marilyn S. Okoshi	<a href="mailto:MOkoshi@wbsk.com">MOkoshi@wbsk.com</a>	(212) 984-7874
Murray D. Schwartz	<a href="mailto:MSchwartz@wbsk.com">MSchwartz@wbsk.com</a>	(212) 984-7701
Stephen W. Semian	<a href="mailto:SSemian@wbsk.com">SSemian@wbsk.com</a>	(212) 984-7764
Kyle A. Taylor	<a href="mailto:KTaylor@wbsk.com">KTaylor@wbsk.com</a>	(212) 984-7797
Meryl E. Wiener	<a href="mailto:MWiener@wbsk.com">MWiener@wbsk.com</a>	(212) 984-7731