

XYIENCE Hosts Get Xenergized Media Event During UFC 98 at MGM Grand

By Stephanie Forte, Forte Creative Media

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On Saturday, May 23, from 2:30 to 5:30 p.m. XYIENCE hosts Get Xenergized, a special event for media only. Massage therapists will provide complementary chair massages and Wanderlei Silva will discuss his upcoming UFC 99 fight at 3:00 p.m.

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Wanderlei Silva and trainer Rafael Alejarra discuss training strategy and Silva's much anticipated UFC 99 fight

LAS VEGAS, NEV. The days leading up to any UFC event are a whirlwind of press conferences, athlete interviews and meetings for the media that cover the sport. On Saturday, May 23, from 2:30 to 5:30 p.m. XYIENCE, the official energy drink of the UFC, host Get Xenergized, a special event for media only. XYIENCE is transforming Studio 4, located next to UFC's media room, at the MGM Grand into a haven for the press core, where they can relax and recharge. Massage therapists will provide complementary chair massages and plenty of Xenergy will be available. Media members will receive special gifts and have a chance to win prizes like dinners and spa visits. At 3:00 p.m., XYIENCE fighter Wanderlei Silva and his trainer Rafael Alejarra will hold an intimate discussion about their strategy and preparation for Silva's much anticipated UFC 99 fight on June 13 at the Lanxess Arena in Cologne, Germany. Video of the discussion will be available at www.xyience.com.

UFC 99 will be the first UFC event held in Germany. Deemed The Comeback, the main event has Silva, a former PRIDE champion squaring off against Rich 'Ace' Franklin, also a former PRIDE champion. Both athletes are wildly popular with fans, making the event a UFC fan's dream match. The fight can be viewed live on Pay-Per-View from the Lanxess Arena in Cologne, Germany.

"While we need to deliver information on Wanderlei's upcoming fight, our aim is to create an environment that allows the media to relax and recharge before the night's main event," says Jessica Lautman, XYIENCE senior marketing specialist who spearheaded the event. "While filming Tap Into MMA during UFC events early this year, we were able to understand the demands on the press. This is our way to recognize their valuable work and its importance to the evolution of MMA."

XYIENCE spokes model Amber Nichole, who host XYIENCE's webisode Tap Into MMA, will be signing her latest poster that's co-branding with Ultimate MMA, a leading mixed martial arts publication.

Through its sponsorship of the UFC, the XYIENCE brand reaches 420 million households worldwide. The UFC's current television distribution allows sponsors like XYIENCE to reach 50 million U.S. households and 380 million households outside the U.S. in over 100 countries and territories, with programming delivered in 20 languages.

About XYIENCE

XYIENCE nutritional products provide clean, sustainable energy necessary for an active lifestyle. Established in Las Vegas in 2004, XYIENCE is one of the fastest-growing brands in its category. All products are held to the most stringent standards of excellence to enable professional and amateur athletes and fitness enthusiasts to reach their goals in training and life.

Xenergy (A combination of Zen and Energy, pronounced “Zen-ergy”)

XYIENCE supports the mixed martial arts lifestyle. Its energy drink, Xenergy, and its energy shot, X Shot, are the official energy drink and energy shot of the Ultimate Fighting Championship (UFC). The first energy drink created by a nutrition company, Xenergy has zero calories and is a sugar-free drink fortified with vitamins. All-natural flavors provide a consistent supply of energy, sans the “crash” inherent with most other energy drink brands. Xenergy Premium Energy flavors include Cherry Lime, Cran Razz, Mango Guava and Blu Pom. Xenergy Xtreme Energy flavors include Lemon Blast, Citrus Slam, Cherry Rush and Apple Jak’d. Xenergy is available in retail stores throughout the United States and Canada. Visit www.xyience.com for details.

XYIENCE Supplements

XYIENCE supplements provide ultimate nutrition for peak performance. With everything from NOX-CG3—for increasing strength and stamina and aiding in post-exercise recovery—to high-quality protein supplements such as the XProtein shake or the XM2 muscle meal, XYIENCE offers products scientifically formulated for specific training needs.

Category	Sports, Media
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