

## **XYIENCE Introduces Xenergy Xtreme Spokesmodel Amanda Corey**

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**April 28, 2010 - [PRLog](#)** -- LAS VEGAS —XYIENCE, makers of Xenergy, the official energy drink of the Ultimate Fighting Championship (UFC), has named Amanda Corey as its new Xenergy Xtreme spokesmodel. Corey, a 25-year-old full-time model and 2008 winner of the reality television show Beauty and the Geek, will appear in the brand's advertisements and have a presence on its website, as well as make personal appearances at tradeshows and UFC events. Corey has appeared in national ad campaigns for brands including 24 Hour Fitness and Hawaiian Tropic, and in magazines such as Glamour and Seventeen. She recently took first place at the Ms. Bikini Team International Aloha Finals, and will compete for the U.S. title in August.

Corey, who enjoys kickboxing and weightlifting, is a devoted fan of mixed martial arts (MMA) and the UFC, and names XYIENCE team fighter Wanderlei Silva as one of her favorite fighters.

"I have a cousin who always hosts UFC parties and that's how I started to learn the ins and outs of the sport," explains Corey. "As I learned more about the fighters, I became completely hooked. And since I am also a big fan of Xenergy, this opportunity to represent XYIENCE is perfect. I can't get enough of Cherry Rush"—the sugar- and calorie-free, vitamin B-12 infused Xenergy Xtreme beverage—"so it will be fun to have the chance to let everyone know what a great product we have to offer."

A native of Warwick, R.I. who attended high school in Tucson, Ariz., Corey holds a Bachelor of Arts degree in Psychology from the University of Arizona in Tucson, where she was a member of Psi Chi, the international honor society in psychology. Corey studied sign language in college and now is exploring teaching deaf kindergarten students, and divides her time between Orange County and Las Vegas.

"Amanda is a highly energetic young woman," explains Jessica Lautman-Hughes, XYIENCE's senior marketing specialist. "Her enthusiasm and spirit perfectly reflect the Xenergy Xtreme brand. In addition to her professionalism, she also believes in our brand and has a sincere affection for MMA. We are thrilled to welcome her to our family of brand ambassadors."

Corey joins XYIENCE brand ambassadors Amber Nichole Miller, the longtime XYIENCE spokesmodel who is the face of Xenergy Premium; and UFC fighters Wanderlei Silva, Matt Serra and Dan Hardy, as well as UFC cutman Jacob "Stitch" Duran.

Through televised broadcasts of UFC events, the XYIENCE brand reaches some 100 million-television households in North America. As a part of XYIENCE's UFC sponsorship relationship, its logo receives prime positioning on the mat and bumpers of the octagon. This often results in a fight's critical moments taking place on or next to the XYIENCE and Xenergy logos, and translates into millions of viewer impressions for XYIENCE. Internationally, XYIENCE reaches more than 420 million television households via UFC broadcasts and Pay-Per-View broadcasts.

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XYIENCE is the official energy drink of the Ultimate Fighting Championship (UFC). Xenergy, is one of the fastest-growing in its category. XYIENCE also produces supplements that provide ultimate nutrition for peak performance.

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