



CORPORATE PROFILE
March 2010

New Leaf Brands, Inc.
(OTC BB: NLEF)

Sector: Consumer Goods
Industry: Beverages

New Leaf Brands (NLEF)
Eric Skae, CEO & President
60 Dutch Hill Rd., Suite 9
Orangeburg, NY 10962
PH: (845) 597-5313
dtsiang@newleafbrands.com

Investor Relations Contact:
Alliance Advisors, LLC
Alan Sheinwald, President
Mark McPartland, Vice President
PH: (914) 669-0222
asheinwald@allianceadvisors.net
markmcp@allianceadvisors.net

SELECT FINANCIALS

Fiscal Year End:	Dec. 31
Current Price (3/2/10):	\$0.48
52-Week Trading Range:	\$0.25 - \$0.95
Diluted Shares Outstanding:	57 million
Market Cap:	\$27 million

It's ok, we understand.



The Official Beverage of Taste™

Even the Competition is hooked on New Leaf Tea, but who can blame them? Our tea is all naturally flavored and naturally sweetened with 100% organic cane sugar. Our White Tea has also been acclaimed "Best Flavored White Tea" by Rachel Ray Magazine. It's no wonder the "other brands" are envious.

To Increase your Profits in the growing Premium Tea category email Eric Skae: eric@newleafbrands.com or call us at 845-597-1570 / www.newleafbrands.com
A publicly traded company under the symbol NLEF

New Leaf Brands (OTC BB: NLEF), was created with the vision of providing great tasting, healthy beverages in delicious natural flavors that aren't obscured by high fructose corn syrup and artificial ingredients. New Leaf Tea was the company's first product born out of that vision and is available to consumers in 14 unique flavors in outlets including grocery stores, delis, health food stores, pizzerias and other retail establishments. New Leaf's founder, Eric Skae, discovered the simple, powerful truth during his personal quest to create the world's best-tasting ready-to-drink tea, natural tastes better. It's why New Leaf is made with only the most carefully selected real teas, the finest natural flavors, and pure, organic cane sugar. It's why we call New Leaf "the official beverage of taste". New Leaf is currently available in 31 states and offered through 80 distributors. For more information, please visit www.newleafbrands.com.

Investment Highlights

- **Strong Growth** - Case volume up 54% in Q3 of 2009 vs. Q3 of 2008.
- **Strong U.S. and Exported Distribution** - New Leaf Iced Tea is already in 31 states and exported to 9 locations including Hong Kong, Shanghai, Taiwan, Thailand, Puerto Rico, Canada, and the Bahamas.
- **Established Distribution** - 80 distributors and growing as well as 14 well known and established retailers who currently offer New Leaf Tea including 7-11, Whole Foods, and Sheetz.
- **Strong Management Team** - Mr. Eric Skae is the founder of New Leaf and the CEO and President of the Company; Mr. Skae has over 19 years of experience in the beverage industry with Arizona, Naked Juice, Hansen Natural, Fresh Samantha and Iceland Spring.
- **Strong Public Valuations** - There have been several recent transactions in the beverage industry at an average multiple of 4.2 times sales. Please find below a chart of the recent M&A activity.

Select Retail Distribution



Growth Strategy

- Maintain New Leaf geographic market expansion focusing on "up and down the street" accounts.
- New Leaf is focused on expanding its presence in the following key markets.
 - Metro New York area
 - Pennsylvania, Baltimore, Washington, Southern FL, Ohio and Chicago
 - Miami/Ft. Lauderdale with 1,000 accounts
 - California
- Build on successful relationship with Whole Foods Southeast, Northeast, Mid-Atlantic and Rocky Mountain chains.
- Further expand into larger mainstream convenience accounts.
- Execute aggressive rollout strategy: Over the next 3 years New Leaf will strive for distribution nationally.
 - 2009 - 2010: Full distribution coverage in Northeast, Midwest and South Florida, begin distribution for CA, AZ, NV, TX and UT.
 - 2010 - 2011: Full distribution coverage for CA, AZ, NV, TX, and UT, continue to expand in Southwest and Pacific Northwest.

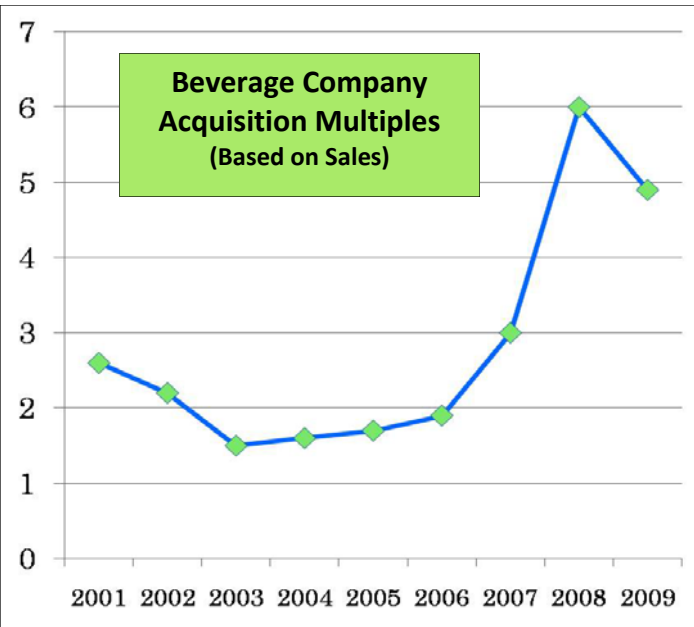
Active M&A Activity in Beverage Industry

Date	Acquirer	Seller	Price (\$mm)	Multiple Of Rev.
5/2007	Coca Cola	Energy Brands (Vitamin Water)	\$4,100	8.1
1/2009	Nestle	Sweet Leaf - (35% Stake)*	\$30	3.5
2/2007	Coca Cola	Fuze Beverages	\$225	2.6
9/2006	PepsiCo	IZZE Beverage Co.	\$75	3.0
2/2008	Coca Cola	Honest Beverages	\$108	4.7
2/2007	Coca Cola	Bossa Nova	\$32	8.0

* Company Estimated Valuation

Ave. Multiple

5

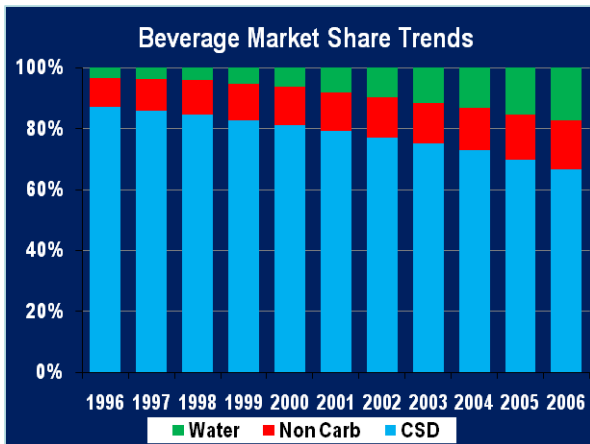


Investment Opportunity

- Large beverage companies like Coke, Pepsi, Dr. Pepper/Snapple and Nestle have large and established distribution networks
- Changing consumer demand and growing beverage variety have required these companies to acquire emerging brands to leverage their distribution networks and maintain sales growth
- After acquiring the emerging beverage, the larger beverage company can employ their economies of scale and make the brand profitable
- Valuations for emerging brands have been based on revenue and not profitability

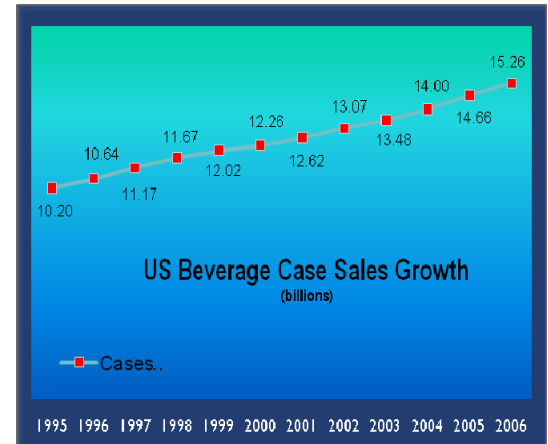
Recent Events

- 3/2/2010** - Secures Three New Anheuser-Busch Distributors in North Carolina
- 2/19/2010** - Partners with Quickway to Co-Sponsor Mirabito Outdoor Classic
- 2/17/2010** - Expands Ohio Distribution with S. Abraham & Sons and United Dairy Farmers



Consumers have increasingly moved away from carbonated soft drinks ("CSD") toward water and non-carbonated beverages ("NCB").

New Leaf is ideally positioned to capitalize on the growing trend for healthier beverages.



Management Team - Over 125 Combined Years of Experience in the Beverage Space

ERIC SKAE, CEO and President—Mr. Skae was appointed Chief Executive Officer and Chairman of the Board of Directors of the company on March 4, 2009 and has served as a director since September 2008. Mr. Skae has spent the past nineteen years in the beverage industry working in senior-level sales, marketing and distribution roles. Prior to joining the Company, Mr. Skae founded Skae Beverage International, LLC as Midnight Sun Brands, LLC in October 2002. During this time he created the New Leaf Brand and was also a partner with Pepsi Iceland developing Iceland Spring Water. During a 5 year period the Iceland Spring Brand became a leading brand in the Natural/Health Food Channel having national distribution. Mr. Skae sold his interest in Iceland Spring Water in November 2008. From 1999 to 2002, Mr. Skae worked as President and General Manager of Fresh Solutions, Inc., a Division of Saratoga Beverage Group. While there he was responsible for a \$25 million distribution business as well as advising the CEO on the Company's sale to North Castle Partners. He also was responsible for the East Coast roll-out of the Naked Juice brand. From 1997 to 1999, Mr. Skae was Director of Sales at Fresh Samantha Inc. where he managed 7 distribution centers and assisted the company to grow from \$5 million in total sales to \$45 million in two and a half years.

DAVID TSIANG, Chief Financial Officer - Mr. Tsiang has been a director of New Leaf Brands since June 2007. He was formerly the Managing Director of Investment Banking at Northeast Securities, Inc. Prior to joining Northeast Securities, Inc. in December 2001, he served as Vice President of corporate planning at the investment bank C.E. Unterberg, Towbin from November 1999 to October 2001, and Vice President/Senior Analyst with the financial services firm Ernst & Company from March 1991 to March 1998.

BILL SIPPER, Chief Operating Officer - Prior to joining New Leaf Brands, Mr. Sipper was founder of Cascadia Consulting Group, a recognized consumer packaged goods consulting firm with deep expertise across all key areas of the food and beverage business including planning, sales, marketing, training, finance, operations, logistics, and general management. Prior to founding Cascadia Sipper was Senior Vice President of Marketing at the Ultimate Juice Co. (A Division of North Castle Partners), which owned brands Naked Juice, Zeigler's Apple Cider, Fantasia, Hansens Smoothies, and Saratoga Mineral Water.

This information does not provide an analysis of the Company's financial position and is not a solicitation to purchase or sell securities of the Company. Alliance Advisors, LLC, its affiliates, officers, directors, subsidiaries and agents of this information have been compensated by New Leaf Brands, Inc. In preparing this information, Alliance Advisors has relied upon information received from the Company, which, although believed to be reliable, cannot be guaranteed. This information is not an endorsement of the Company by Alliance Advisors and Alliance Advisors is not responsible for any claims made by the Company. You should independently investigate and fully understand all risks before investing. This news release contains forward-looking statements that are made pursuant to the Safe Harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements involve risks, uncertainties and assumptions as described from time to time in registration statements, annual reports and other periodic reports and filings of the Company filed with the Securities and Exchange Commission.