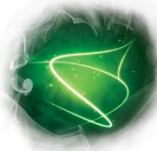


AFFECT

PRESS RELEASE



FOR IMMEDIATE RELEASE: 02/10/14

AFFECT: INFUSE YOUR DRINK; INSPIRE THE NIGHT

Liquid Spirit Enhancement Company Embraces Crowdfunding To Attain Success

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Royal Oak, MI: Affect recently launched a Kickstarter campaign to bring a newly created product to the beverage industry, allowing customers to flavor their alcoholic drinks to their tastes. Affect is a startup company pioneering liquid flavor enhancement for spirits. It is developing multi-serve liquid spirit enhancers for individuals to infuse their drinks, to create a custom-flavored creation at any location alcohol is served.

The Kickstarter project will run for 30 days and will help Affect raise seed capital to bring the company to the next level. Affect’s goal is to raise \$42,500 to allow the company to complete custom-flavor profiles and ship initial product to Kickstarter backers. The supporters of the campaign will receive amazing rewards, ranging in price from \$1 to \$10,000. The rewards can be purchased at kickstartaffect.com.

Of the company’s recent Kickstarter launch, Affect CEO Craig Lick said, “Our mission at Affect is to inspire and infuse social experiences, one person, one drink, and one event at a time. Affect lets you flavor your drink how you want it. Open the cap and enjoy a world of endless possibilities. Add as much or as little as you want, mix and match flavors, and indulge in your creation. Our specially developed liquid flavoring has the ability to change the way you drink spirits.”

Photos

For print:

webphotos.drinkaffect.com

For web:

printphotos.drinkaffect.com

There are numerous benefits to customers -- as well as the supply chain-- with Affect’s new approach to flavoring spirits. Because Affect is a non-alcoholic product the flavor ingredients are not restricted by regulations that govern alcohol. Thus Affect can introduce ingredients into the flavoring to reduce the burn of alcohol, allowing enhanced enjoyment of the drink. The major selling point is the taste, color, and aroma of Affect. Retailers and wholesalers also benefit significantly from the introduction of Affect. Distributors can reduce logistics costs and overhead. Stores, restaurants, and bars can free up shelf space and offer more flavor options. Affect is a win-win for everyone that likes to enjoy a good drink.

ADDITIONAL INFORMATION

Craig Lick leads the company with more than 10 years of business experience. He has worked primarily in the automotive industry, responsible for business strategy, costing, and timing. He has extensive experience in bringing products to life and meeting demanding deadlines under pressure. Leading multi-million dollar programs by the time he was 25, Mr. Lick is more experienced than most. Considerable international business experience has helped him develop a global mindset, an advantage when founding his own company. Mr. Lick has a master’s degree in business administration, a master’s degree in manufacturing operations, and a bachelor’s degree in mechanical engineering -- all from Kettering University.

