

CeeLo Green to Perform Live at NACS Conference with +RED ELIXIR

CeeLo Green will provide visitors to the 2017 NACS Conference in Chicago with a special live performance on Wednesday October 18th, and viewers around the Globe will also be able to watch it live online thanks to +RED ELIXIR.

Chicago, IL, October 18, 2017 KNEKT tv, an award winning live streaming and broadcast production company with a digital tv network will be working with +RED ELIXIR & CeeLo Green to produce and live broadcast a special performance with the chart topping musician. The performance will be sent live to digital platforms such as Facebook and Youtube, and audiences with Apple TV & Roku will be able to watch the performance free on the +RED ELIXIR Channel on the KNEKT tv Network.

+RED ELIXIR is revolutionizing the functional beverage category with a new high-performance elixir that increases endurance, optimizes performance and elevates power levels naturally, with no artificial colors, flavors or sweeteners. For the second year in a row, CeeLo Green will be joining the **NACS** Show at the +RED ELIXIR Booth, but this time he will be performing and fans from around the globe will be able to participate. NACS is the convenience and fuel retailing industry's premier event, attracting more than 23,000 people from around the globe.

"For the health conscious consumer, power in a can wasn't nutritious. It wasn't hydrating. It wasn't natural." Michael Ball, CEO, +RED ELIXIR "We spent a great deal of time researching Eastern philosophies and the healing botanicals used for centuries, and were drawn to the properties of red marine algae, a nutrient-rich ocean plant packed with vitamins, minerals, complete proteins and essential fatty acids. This therapeutic red super food became the catalyst for radical innovation, powering a precise combination of botanical ingredients, natural caffeine from green coffee bean, vegetable extracts, and a low glycemic sweetener that does not spike blood sugar and cause the fatiguing sugar crash."

In 2007, Michael Ball, the creative force behind global brands Rock & Republic and pro cycling's Rock Racing, embarked on a quest to fill a nutritional void in the beverage industry fueled by the performance demands of his two worlds – fashion and sports. As a fast-paced fashion industry CEO, he understood the toll of stress, long days, travel, little sleep, poor eating habits, and dehydration on the body. As the team owner of a men's professional cycling team and a former track cyclist, he knew first-hand the physical punishment athletes endured and the depletion they felt on a daily

basis. He watched as athletes and fashion executives alike reached for sugary, chemically caffeinated or artificially sweetened drinks to boost power levels.

"When I first learned of the natural, synergistic ingredients and how Eastern philosophies and healing botanicals were used in the +RED ELIXIR products I was excited to try them for myself"- Kent Speakman, CEO & Producer, KNEKT TV "KNEKT aims to improve the lives of our viewers with socially conscious content, with a large focus on health and wellness. These drinks hit the mark, and also taste great!"

KNEKT.tv is focused on improving the world by connecting audiences with shows that inspire, and bring awareness to social causes as well as enhancing and enriching the lives of its viewers with informative health and wellness content. Blending celebrity advocates and luxurious locations around the world to peak the audiences interest has connected millions of viewers to experiences and issues. Exclusive live videos and red carpet appearances are directly or indirectly bringing awareness to issues spanning Animal Rights, Human Slavery, Children's Welfare, Sex Trafficking, obesity, mental health and many, many more.

To watch the show live, visit www.Facebook.com/PlusRedElixir & sign up for live notifications, or visit www.KNEKT.Live

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About +RED ELIXIR

+RED ELIXIR is revolutionizing the functional beverage category with a new high-performance elixir that increases endurance, optimizes performance and elevates power levels naturally, with no artificial colors, flavors or sweeteners. After more than five years of formula development, clinical studies, and technological innovations, +RED is redefining the functional drink market with a new category — the Power Elixir®. It is a convergence of power, hydration, and nutrition for optimal performance. It is the fuel for the new revolution and the beginning of a movement for better taste, better health, and better performance.

REDElixir.com (www.REDElixir.com) | @PlusRedElixir).

About KNEKT

KNEKT.tv is a Los Angeles based live production company producing world class live and pre-recorded HD broadcasts from exclusive events, concerts, performances, charity galas, fundraisers and red carpet shows. Clients & partners range from top charting recording artists to Fortune 500 Companies and charities. KNEKT provides cutting edge HD live broadcasting services as well as non-broadcast recorded content, feature film and television production. KNEKT partners with agencies, brands and event producers to create the next level of fully integrated branded entertainment content, on premise activations, and in-video stream advertising during our live and pre-recorded television events.

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