

February 20, 2013



Shark Branding Corp. CEO Daymond John and Fuse Science CEO Brian Tuffin to be featured on FOX Business Network Program "Money with Melissa Francis"

MIAMI, Feb. 20, 2013 /PRNewswire/ -- Fuse Science, Inc. (OTCQB: DROP), (www.fusescience.com) a consumer products and delivery technology company that is developing new, patent-pending technologies poised to redefine how consumers receive energy, medicines, vitamins and minerals announced today that CEO Brian Tuffin, together with Daymond John, CEO of Shark Branding, LLC and Shark Branding Corp. are scheduled to be interviewed on the FOX Business Network program "Money with Melissa Francis" on Thursday, February 21st, 2013. The "Money with Melissa Francis" show airs on the FOX Business Network weekdays at 5:00 PM Eastern.

Topics expected to be discussed include Daymond John's recent marketing and branding partnership announcement with Fuse Science as well as an overview of the Fuse Science consumer product line and underlying delivery system technology and its applications in the medical, nutritional and pharmaceutical industries.

A replay of the interview will be archived and available within the Investor Relations section of the Fuse Science, Inc. corporate web site:

<http://ir.stockpr.com/fusescience/overview> shortly after the broadcast.

About Fuse Science, Inc.

Fuse Science, Inc. (OTCQB: DROP), is an innovative consumer products holding company based in Miami Lakes, Florida. Fuse Science holds the rights to new, patent-pending technologies poised to redefine how consumers receive energy, medicines, vitamins and minerals. The company maintains the rights to sublingual and transdermal delivery systems for bioactive agents that can now, for the first time, effectively encapsulate and charge many varying molecules in order to produce complete product formulations which can bypass the gastrointestinal tract and enter the blood stream directly - all in a concentrated "DROP" form that is simply applied under the tongue. The Fuse Science technology is designed to accelerate conveyance of medicines or nutrients relative to traditional pills and liquids and can enhance how consumers receive these products. Information about Fuse Science is available online at www.fusescience.com and www.poweredbyfuse.com or by calling 305-503-FUSE (3873).

For Fuse news as it happens, follow [@Fuse_Science](#) on Twitter and Like Us on Facebook [HERE!](#)

For more information:

To schedule an interview:

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Investor Relations

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Certain statements and information included in this release may constitute "forward-looking statements" as defined in the Federal Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the company to be materially different from any future results, performance or achievements expressed or implied in such statements. Additional discussion of factors that could cause actual results to differ materially from management's projections, estimates and expectations is contained in the Company's SEC filings. The Company assumes no obligation to update any forward-looking statements as a result of new information, future events or developments, except as required by federal securities laws.

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