



CUSTOM CHILI INFUSED VINEGARS
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Infusion Hot Sauce Explodes with HYPER NOVA

***New mega-hot variety part of hot sauce gift box with bottles of Infusion's
FIRE POWER and DRAGON FIRE***

Rockville, MD – October 8, 2007 –Infusion Hot Sauce Company, makers of FIREPOWER and DRAGONFIRE vinegar-infused hot sauces, has debuted HYPERNOVA, its newest and hottest variety to date. The sauce is available on its own in 5 ounce bottles, or as part of the new Infusion Hot Sauce Gift Box set, which contains three 5-ounce bottles of all the Infusion sauces. The public is invited to check out the Gift Box and HYPERNOVA debut at Peppers Hot Sauce Emporium in the Tanger Outlet Mall at Rehoboth Beach, Delaware on October 13, 2007. The box is also now available at the Infusion Hot Sauce web site, www.infusionhotsauce.com, with a manufacturer's suggested retail price of \$19.99, plus shipping and handling.

"The cold weather is coming, so we've done our best to ward off the chill by making our three sauces available in a single gift box," says Infusion Hot Sauce founder and president Alan Kuzminsky. "No one is going to need a Duraflame for the fireplace this holiday season when they've got our Gift Box under the tree."

HYPERNOVA is an extremely hot concoction that comes with a caution disclaimer on the label. It's the only sauce in the Infusion lineup in which all of the peppers used to make it have at least 100,000 Scoville units of capsaicin, the standard measure of intensity for chili peppers. The combined output on HYPERNOVA exceeds 400,000 units, making it a veritable three-alarm sauce. Infusion also leaves a few of the seeds in this one to bump up the heat a little extra after bottling.

HYPERNOVA is a nice complement to Infusion's other sauces, DRAGONFIRE and FIREPOWER. DRAGONFIRE is a subtle and sophisticated condiment that blends jalapeno and serrano peppers with more delicate passillas. It's the mildest Infusion sauce on the market, with a Scoville rating of less than 100,000. It's a delicious addition to any kind of chicken dish, pork tenderloin, grilled fish and seafood dishes.

FIREPOWER is big, bold and boisterous. Made from jalapenos, red fresnos and habaneros, it goes great on hearty meats, barbecues and stews, and adds a special wake-up call to your morning eggs. The rich red color of this sauce, which rates at about 350,000 Scoville units, comes from the red fresnos chilis we use, while the heat comes from the orange habaneros.

Infusion Hot Sauce has been making news all year. The company, which was founded in 2005, recently took over the Mansion at Strathmore for its first-ever all-day INFUSION HOT SAUCE FESTIVAL. Hundreds of hot sauce fans from around the D.C. area came by to sample great barbecue and chicken wings, take in a croquet exhibition and listen to music from a roster of local and national recording artists.

And that's not all. Earlier this year Infusion was invited to display its products at the China International Condiment & Food Additive Exposition 2007, a major international trade show in the People's Republic of China. Infusion was the only American purveyor of condiments that exhibited its wares at the show, according to Kuzminsky, who represented Infusion Hot Sauce at the event. He returns to China mid-October to revolutionize their condiment industry through cooperation with chili producers there.

For more information on ordering your Gift Box for the holidays or to obtain individual bottles of Infusion's products, contact them on the web or at 240-401-0973.

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About Infusion Hot Sauce

Infusion Hot Sauce Company (www.infusionhotsauce.com) was founded by Alan Kuzminsky in 2005. A Maryland native who grew up in the Kemp Mill section of Silver Spring, Kuzminsky has been cooking since the age of six. From his beginnings helping out with holiday meals for his family, he has worked in all types of restaurants since, holding every conceivable position in food production. In the 1990s Kuzminsky moved to the supply side of the food business. Based in the Seafood Market at the Maryland Food Distribution Center, he served as an executive chef for commercial product development, helping design international flight menus. Kuzminsky's love of cooking has led to participation in competitive cooking contests in the Washington, D.C. area. His efforts over the years have consistently placed him in the top five out of hundreds of entrants. He spent over a decade developing his sauces before launching Infusion Hot Sauce Company. In addition to offering its products directly to consumers via retail outlets and the web, Infusion Hot Sauce Company also provides customized products for chefs, cooks and restaurateurs. Its products are perfect for use in restaurants, as a table top condiment or for private labeling.

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