

United States Senate

WASHINGTON, DC 20510

November 14, 2013

Russell Goldencloud Weiner
Founder and Chief Executive Officer
Rockstar, Inc.
101 Convention Center Drive
Las Vegas, NV 89109-2001

Dear Mr. Weiner:

We write to express our concerns about the marketing of Rockstar, Inc. energy drink products to children. Despite statements from your company that Rockstar, Inc. does not market to children, examples of what appear to be targeted marketing of your products to children have come to our attention. Most recently, we found that Ronin Syndicate, a toy manufacturer, is selling a Rockstar Energy Drink RC Wakeboard Boat toy on store shelves and online. On the Target website this product is featured in the “toy” section with a manufacturer’s suggested age of “8 years and up.”¹ Additionally, the website for Ronin Syndicate features several other toys with the Rockstar Energy Drink name and logo.²

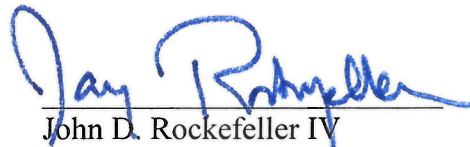
Over the past few years, there has been growing concern about the potential health risks posed by energy drinks. The Food and Drug Administration, with support from the Institute of Medicine, is conducting an investigation to strengthen its understanding of energy drinks and the health risks posed by these products, particularly for vulnerable groups, including children and adolescents. Further, a hearing on July 31, 2013, before the United States Senate Commerce, Science, and Transportation Committee explored concerns raised by medical professionals and public health experts about the potential risks associated with the consumption of energy drink products by children and teenagers.

In light of public health concerns regarding the consumption of high levels of caffeine by children and adolescents, we are deeply concerned by the marketing of a Rockstar toy. Please provide a written response explaining why Ronin Syndicate is selling toys that prominently display the Rockstar Energy Drink name and logo, whether and to what extent similar other toys feature Rockstar Energy Drink’s logo, and what steps your company is taking to prevent this type of marketing in the future.

Sincerely,



Richard J. Durbin



John D. Rockefeller IV

¹ <http://www.target.com/p/ronin-syndicate-rc-wakeboard-boat/-/A-14243203>

² <http://ronin-syndicate.com/>

Richard Blumenthal

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Edward J. Markey

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