



FUSE SCIENCE – PINKSHEETS: TICKER - DEGH

RESEARCH REPORT
Changing the rules of the game



BRIEF DESCRIPTION: Traded under the ticker symbol: DEGH (Pink Sheets)

DEGH - Fuse Science Inc. is a company made from leading scientific minds and consumer product industry experts with a common goal to raise the standard of product performance through science in key multi-billion dollar categories. Fuse Science leverage their global leading science to completely change the rules of the game. They have discovered through a combination of pending patents and trade secrets that they can now encapsulate nutrients, actives and other molecules at a far greater concentration than any time in history... What use to require consuming an 8 oz energy drink can be done with safer formulations and faster results in a single drop. Fuse Science breakthroughs can deliver Energy, Nutrition, Medication, Skin Care and an endless number of other products with faster absorption, quicker results and better efficacy.

FUSE SCIENCE'S PROPRIETARY TECHNOLOGY COULD REPRESENT ONE OF THE MOST EXCITING AND SIGNIFICANT NEW DEVELOPMENTS FOR THE REPLETION OF ELECTROLYTE, VITAMIN AND MINERAL DEFICIENCIES IN ATHLETES SINCE THE ADVENT OF THE SPORTS DRINK," SAID DR. BERKOFF.

NEAR TERM TARGET (REVISED): \$ 0.75
LONG TERM TARGET (REVISED): \$ 1.25

Results "Powered by Fuse" that consumers didn't know could be done.

Fuse Science establish a new standard in each category they enter with superior product performance or by licensing technology that delivers against unmet consumer needs and exceed expectations.

An initial area of Fuse focus provides revolutionary energy and body replenishment products that combine cutting-edge body absorption technology with two proprietary formulas for powering professional athletes and weekend warriors. Utilizing unique, bonding technology, Fuse Science has a more effective electrolyte and energy delivery system for consumers ranging from the serious athletes to working mothers. The consumer simply places a few drops in the mouth or under the tongue, absorbing the superior formulations sublingually, or through their buccal mucosa, essentially bypassing their gastrointestinal (GI) system and enjoying almost immediate effects. There is no other product on the market today that employs this delivery system, or that offers this direct and almost immediate positive impact on the body.

Their mission is to make Fuse Science and its brands a household name, and the Superior alternative to current category standards. They will accomplish this by securing major distribution and endorsement partnerships combined with proven management to build out a global consumer products leader. Their success will continue to rest in the ongoing development of their technology platform and fostering continued innovation, fiscal discipline, and exceeding our customers' expectations.

RECENT COMPANY PRESS RELEASES

- [HR Division Head for Medical Giant Covidien Joins Advisory Board of Fuse Science, Inc.](#) *PR Newswire*(Wed Jul 6)
- [Fuse Science Adds Renowned Duke University Team Physician to Board](#)*PR Newswire*(Wed Jun 29)
- [Double Eagle Holdings Adds Former Vice President of Sales at Michelin to Corporate Advisory Board](#)*PR Newswire*(Wed Jun 15)
- [Current Chief Marketing Officer at Alasko Foods and Former General Mills Executive Joins Double Eagle Advisory Board](#)*PR Newswire*(Tue Jun 14)

INDUSTRY OVERVIEW

Absorption techniques are the keys behind the science of Fuse Science with the capability to increase the effectiveness of nutrition, energy, and medication products. “In pharmacology, bioavailability (BA) is a subcategory of absorption and is used to describe the fraction of an administered dose of unchanged drug that reaches the systemic circulation, one of the principal pharmacokinetic properties of drugs. By definition, when a medication is administered intravenously, its bioavailability is 100 %. However, when a medication is administered via other routes (such as orally), its bioavailability generally decreases (due to

incomplete absorption and first-pass metabolism) or may vary from patient to patient. Bioavailability is one of the essential tools in pharmacokinetics, as bioavailability must be considered when calculating dosages for non-intravenous routes of administration.”¹

There are several main market segments, each with its own unique characteristics. It is important to describe each one and its impact:

- Hypotonic Drinks - watery drinks which have a lower mineral salt concentration than body fluids; they provide the fastest possible rehydration. The mineral content of these drinks is present simply to ensure rapid uptake of fluid across the small intestine.
- Isotonic Drinks - have a mineral salt concentration the same as normal body fluids; they are designed to rehydrate and deliver energy to working muscles.
- Hypertonic Drinks - have a mineral salt concentration greater than that of body fluids; they have high carbohydrate content and are designed to boost energy during endurance activities.
- Ade - the suffix “-ade” means both “action” and “product, especially a sweet drink,” according to Webster’s Dictionary. Influenced by both definitions, “-ade” has taken over the sports drink category as a powerful end to a name brand. Where Gatorade started, Coca-Cola’s Powerade and Accelerade from Cadbury Schweppes have used the suffix to define the category.
- Energy drinks - drinks that replenish energy levels. The earliest energy drink originated in hospitals for this purpose. The sugars that are used in energy drinks are complex carbohydrates which are quite different in effect from the sucrose (sugar) used to sweeten tea or coffee. Complex carbohydrates are a blend of slow, medium and fast acting sugars and so are able to supply energy to the body over an extended period of time.
- Sports drinks - formulated in such a way in order to supply fluid quickly and maintain the body’s blood glucose levels. These drinks are often isotonic i.e. in balance with the body’s own fluid, containing the same number of dissolved solids as the blood. They contain low amounts of sugar as high amounts (of sugar) would reduce the body’s ability to absorb this fluid quickly.

Of course Fuse Science is re-inventing the way the body replenish fluids and mineral lost, more effectively, which will bring yet another segment class. What this new segment would be called is yet to be determined, "Direct Iso Drops" sounds good to us ☺.

Reducing the dosage required by increasing bioavailability, in contrast to competitors, is a major key competitive advantage in the industry. Gatorade, Powerade, and GNC supplements base their whole marketing advantage on absorption techniques and effectiveness. Fuse Science claims to have patent pending technology that can significantly increase the effectiveness of absorption, and if proved to be successful can tap into a multi-billion dollar market very few competitors have attempted.

A sports drink is a beverage to help rehydrate and replenish electrolytes, sugar and other nutrients, which are used up after strenuous exercise, training or competition. Sports drinks are different from energy drinks. Sports drinks replenish electrolytes and are generally isotonic. Energy drinks provide sugar and caffeine only with no other benefits. Sports drinks are linked to the science of nutrition and sports medicine and often provide rehydration, boost sports performance and aid muscle recovery. They often include electrolytes, carbohydrates, and proteins in the form of amino acids and peptides. The functional energy drink market consists of energy drinks, nutraceutical drinks, smoothies (milk and juice blends) and sports drinks.

COMPANY INFORMATION AND ANALYSIS

The Company & Technology

Fuse is a company made from leading scientific minds and consumer product industry experts with a common goal to redefine the standard of Product Performance through science and expand category consumption. We leverage our global leading science to completely change the rules of the game in key multi-billion dollar categories. We establish a new standard of performance in each category we enter with products that deliver against unmet consumer needs and exceed expectations...

Fuse Science has discovered through a combination of pending patents and trade secrets that we can now encapsulate nutrients, actives and other molecules at a far greater concentration than any time in history...

What use to require consuming an 8 oz energy drink can be done with safer formulations and faster. This is superior nutrition... This is Fuse.

The Management

Adam Adler, CEO: In 2005, Mr. Adler co-founded the Ultimate Social Network, Inc. and served as its CEO until its acquisition in 2007, producing the world's largest modeling contest website, and eventually bringing the company to the public market. USNI partnered with the world-renown modeling agency Michele Pommier Talent Group, producing the Ultimate College Model. Mr. Adler and his team developed one of the most extensive modeling and networking databases on the net. The social networking and modeling contest website worked with many Fortune 500 companies, of which Mr. Adler built and maintained close relationships with.

Brian Tuffin, President & COO: Mr. Tuffin began his career at Procter & Gamble in 1988 and advanced through several sales and marketing positions as he elevated through the consumer product giant, then PepsiCo, Kraft and SC Johnson over the next 20 years. Mr. Tuffin spent two years working around the world helping build global capabilities for SC Johnson prior to serving as President of the Canadian Company for SC Johnson from March 2000 to December 2004 where he led corporate performance 4 of his 5 years. In December 2004, Mr. Tuffin partnered with the Clairvest Group to acquire ObusForme and Moller Back Support Systems and created Integral Orthopedics Inc., an orthopedic consumer product manufacturer for which he served as the Chief Executive Officer until 2008. Since then, Mr. Tuffin has been an investor and operating board member in various medical & consumer products companies.

Aitan Zacharin, CMO & CIO: Mr. Zacharin has been an executive and corporate leader in the information technology and marketing industry. From 2004 to 2010 Mr. Zacharin served as Chief Executive Officer and President of Affilico, a large performance-based marketing and customer-acquisition firm, where he was responsible for the development and viral expansion of the company's local digital marketing platform. In 2008 he founded Qualents, a leading provider of on-demand recruiting intel for the global staffing industry. He developed an intelligent recruiting platform to support top-tier staffing businesses in targeting passive candidates. The unique platform was developed to save hundreds of recruiting firms significant amounts of time and millions of dollars in sourcing qualified candidates.

And first rate advisory board additions:

James T. Frederick, Ph.D - Dr. Frederick is currently Head of Human Resources, Latin America for medical giant, Covidien (www.covidien.com). Dr. Frederick has firsthand human resources experience in more than 50 countries throughout North America, Europe, Asia, Africa and Latin America. His experience working with executives and leaders of Fortune 25 companies spans across the full human resources spectrum with particular expertise in talent acquisition and organizational design for fast moving companies.

Dr. David J. Berkoff - Dr. Berkoff is a Duke University team physician and associate professor at Duke University's Departments of Emergency Medicine and Sports Medicine. "Dr. Berkoff's extensive experience and research with top athletes and endurance sports make him ideally suited to help guide our company's ongoing development and commercial roll-out of superior products that enhance performance naturally and more quickly than industry alternatives," said Brian Tuffin, Fuse Science's president and chief operating officer. "Our products have the potential to provide athletes superior, performance-measurable benefits."

Neil Chin - Chin currently serves as chief marketing officer at Alasko Foods, Inc. a Canadian company specializing in premium quality frozen fruits and vegetables from around the world. Prior to joining Alasko, Chin held senior management positions at such leading global consumer packaged goods companies as SC Johnson, General Mills and Primo/Old El Paso Foods in Canada and the United States.

Most recently, he served as vice president of marketing at SC Johnson, leading year-over-year market share growth for more than 200 new and established brands that redefined multi-billion dollar categories. Over the years, he has managed such leading global brands as Windex®, Pledge®, Raid®, Glade®, ZipLoc®, Nature Valley® and Old El Paso®.

Jeanne Hebert – Hebert brings more than 20 years sales, marketing and research experience in the pharmaceutical and medical device industries, having worked for

leading global manufacturers Bristol-Myers Squibb, Bayer Pharmaceutical, Merck & Co. and Integral Orthopedics Inc.

During her tenure at Merck, she provided direction on science-based content to support Merck's strategic objectives in the Respiratory and Ophthalmology franchises. As a member of the Scientific Advisory Board, she created the scientific platform for the Respiratory Health Science organization. In addition to crafting compelling sales messages from the supporting science, her role involved identifying and engaging thought leaders (leading researchers and academics), in peer-level, scientific discussions to convert them into advocates for Merck's products.

PRICE PERFORMANCE AND CHART HISTORY

Over the past year we have been following the progress of Double Eagle holdings and the reverse merger with Fuse Science, monitoring, and re-confirming our original price targets. The past couple of weeks, both short term and long term targets were reached and we are now revisiting and re-establishing new targets based on recent updated information from the company, financial forecast analysis based on proprietary computations, and industry trends. Our assumptions are based on the following stats:

Outstanding Shares: 61 Million

Est. Market Sales: \$5.3 Billion

Initial Market Penetration: 3% to 7%

Profit Margin: 15% to 20%

Growth rate: 5-10% per year

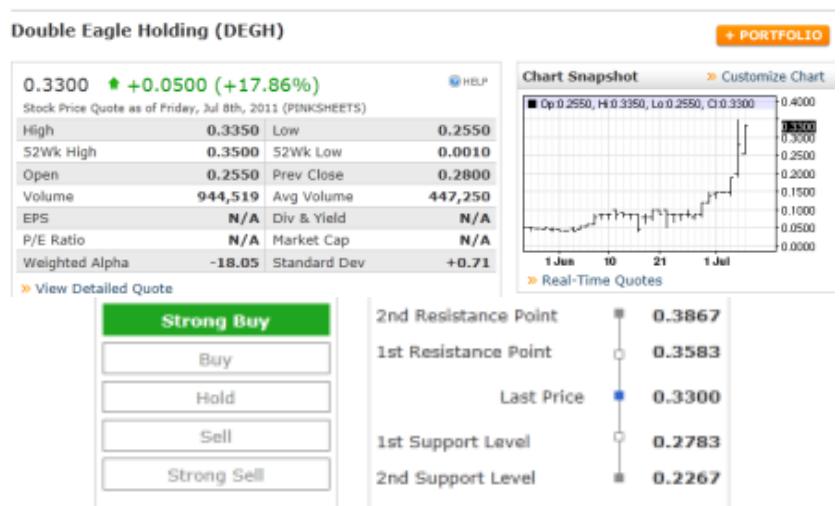
**Additional inputs used are not listed to formulate short and long term targets.

Fri. July 8th, 2011: Close: \$0.33

Near Term Target: \$0.75

Long Term Target: \$1.25

Consensus: Strong Buy



Syndicate Related Article
(Xtremepicks.com July 8th, 2011)

DEGH - Targets reached, topping 23,000% gains

Who would have predicted DEGH monster run closing up now 18,500% and hitting an intraday high of 23,000%....hmmm...xtremepicks.com that's who.

Our near term target of \$0.10 got smashed, and our long term target of \$0.20 hit this week with gusto and for very good reasons. With that said, it is appropriate now to revisit and revise new targets this weekend.

New targets to be established this weekend on DEGH – Stay Tuned!

DEGH closed at \$0.33 up over 100% this week and reaching an all time high of \$0.35 – that's a 23,000% gainer from our original alert at \$0.0015 – no other newsletter can claim these returns and it looks like **DEGH continues to have solid momentum – this is history in the making!**

DEGH is definitely building a solid company with best in class advisory board and ground breaking technology – we are talking about a company that can compete with the best of them like Gatorade and POWERade – stay tuned.

About Double Eagle Holdings

Double Eagle Holdings (OTCQB: DEGH.pk) is an innovative consumer products holding company and the parent company of Fuse Science, Inc. Based in Aventura, Florida, Fuse Science is the developer of patent-pending conveyance technologies poised to redefine how consumers receive energy, medicines, vitamins and minerals, delivering benefits faster and more effectively than ever before. Information about Fuse Science is available online at www.fusescience.com or by calling 305-503-FUSE (3873)

DISCLAIMER:

DirectGlobalMedia profiles are not a solicitation or recommendation to buy, sell or hold securities and are not offering securities for sale. Verify all claims and do your own due diligence. DirectGlobalMedia did not receive any advertising compensation for DEGH. An offer to buy or sell can be made only with accompanying disclosure documents and only in the states and provinces for which they are approved. For questions on the research report please contact us at contact@directglobalmedia.com

¹ Wikipedia