

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (date of earliest event reported): **December 1, 2015**

**THE PULSE BEVERAGE CORPORATION**

*(Exact name of registrant as specified in its charter)*

Nevada  
(State or other jurisdiction  
of incorporation)

000-53586  
(Commission File No.)

36-4691531  
(IRS Employer  
Identification No.)

11678 N Huron Street  
Northglenn, CO 80234  
(Address of principal executive offices, including Zip Code)

Registrant's telephone number, including area code: (720) 382-5476

N/A  
(Former name or former address if changed since last report)

Check appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below)

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

Effective on December 1, 2015 the Board of Directors of The Pulse Beverage Corporation accepted the Consent to Act as a Director from Brian D. Corday and appointed Mr. Corday to serve as Executive Vice President of Business Development. Mr. Corday has thirty years of experience assisting public companies in the areas of finance and business strategic planning. Mr. Corday has held executive positions at several major Wall Street firms, most recently as Chairman and President of BullBear Ventures, LLC, a private equity firm dedicated to maximizing brand value and building shareholder value through market awareness and strategic acquisitions and joint ventures.

As a result of the changes set forth above, the Company's current officers and directors are as follows:

<b><u>Name</u></b>	<b><u>Position</u></b>
Robert E. Yates	Chief Executive Officer, President, Chief Financial Officer, Treasurer, Director
Parley Sheya	Vice President, Secretary, Director
Brian D. Corday	Executive Vice President of Business Development, Director

**Item 9.01 Financial Statements and Exhibits**

[99.1 Press Release.](#)

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: December 1, 2015

**THE PULSE BEVERAGE CORPORATION**

By: /s/ Robert E. Yates  
Robert E. Yates, Chief Executive Officer

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## **BRIAN D. CORDAY JOINS PULSE’S BOARD AND IS APPOINTED EXECUTIVE VICE PRESIDENT OF BUSINESS DEVELOPMENT**

DENVER – December 2, 2015 – The Pulse Beverage Corporation (“Pulse”) (OTCQX: PLSB), makers of Natural Cabana® Lemonades, Limeades, and Coconut Waters and PULSE® Heart & Body Health functional beverages, announced today that Brian D. Corday has joined Pulse’s Board of Directors and is appointed Executive Vice President of Business Development. Mr. Corday has thirty years of experience assisting public companies in the areas of finance and business strategic planning. Mr. Corday has held executive positions at several major Wall Street firms, most recently as Chairman and President of BullBear Ventures, LLC, a private equity firm dedicated to maximizing brand value and building shareholder value through market awareness and strategic acquisitions and joint ventures.

Mr. Corday stated, “I am very excited to join the seasoned beverage veterans of Pulse, a leader in the natural beverage category. The broad-based growing acceptance and solid footing Pulse’s brands have received domestically and internationally added with the extensive distribution network Pulse has built; led me to believe Pulse can become a dominant player in the natural beverage category both domestically and internationally. At BullBear we strived to find the ‘Next Big Thing’ left undiscovered in particular growth markets and I believe Pulse is the Next Big Thing in its category and could reward current and future shareholders. I look forward to being one of the Pulse leaders and working alongside the great management team assembled at Pulse.”

Robert E. Yates, commented, “We are pleased to have attracted such a seasoned business executive as Brian Corday. His vast experience will greatly assist us in taking a big step forward to achieving our goals of increasing the value of our brands and our value to our shareholders.”

### **About The Pulse Beverage Corporation**

Pulse Beverage Corporation is an emerging beverage company that offers natural beverage brands that are great tasting, good-for-you, refreshing, and low-calorie. Combining all-natural ingredients, essential vitamins and minerals, Pulse’s line of beverages provides consumers with high-quality, healthy alternatives at a reasonable price.

For more information, please visit: [www.pulsebeverage.com](http://www.pulsebeverage.com) or email [info@pulsebeverage.com](mailto:info@pulsebeverage.com).

Follow Pulse Beverage on Twitter at <https://twitter.com/drinkpulsebev>

Become a Pulse Beverage Facebook Fan at <https://www.facebook.com/PulseBeverageCorporation>

**Forward-Looking Statements** <http://ir.pulsebeverage.com/forward-looking-statements>

#### **Contact: Broker Relations**

**Ryan Congo / Keith Pinder – V.P**

**Corporate Project Manager**

**Acorn Management Partners LLC.**

**[RCongo@AcornManagementPartners.com](mailto:RCongo@AcornManagementPartners.com)**

**678-736-5673**

**678-736-5682**

#### **Contact: Shareholder Relations**

**Oleg Malyshev – Sr. Account Manager**

**[olegm@AcornManagementPartners.com](mailto:olegm@AcornManagementPartners.com) 678-736-5676**

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