

## **T-Pain's 'Good Game' Nootropic Energy Shots Expand Into Murphy USA**

**Supported by Acosta, the nootropic energy shot line continues checkout-focused growth through national distribution partnerships.**

**May 12, 2026 - ATLANTA, GA** – Good Game by T-Pain, the 2-oz. nootropic energy shot line, is now available at 637 Murphy USA locations nationwide, with expansion planned to more than 800 Murphy USA stores. The product was co-created by GRAMMY® Award-winning artist, entrepreneur and cultural icon T-Pain, CEO of Nappy Boy Drinks.

The company's expansion is supported by partnerships with four major distributors to the convenience channel: Core-Mark, McLane, The H.T. Hackney Company, and Zuma & Sons.

Designed for checkout placement and repeat purchase, Good Game delivers clean, controlled energy powered by nootropics. The product is formulated to support focus, mood and cognitive performance, featuring a no crash, no jitters, niacin-flush free blend positioned as a next-generation option within the convenience energy set. It is available in two flavors: Orange Vanilla Vortex and Strawberry Surge. The product is manufactured in the USA and features natural flavors and colors.

Category trends underscore the opportunity. While traditional caffeine-forward energy shots have declined in convenience, total energy beverages continue to grow, signaling demand for newer functional formats. Good Game is positioned to capture demand from consumers seeking a smoother energy experience without the spike-and-crash associated with legacy shots.

The zero-sugar 2-oz. format is built for impulse purchase and repeat use, resonating with commuters, shift workers, military personnel, drivers and other convenience customers seeking a compact functional energy option.

“Good Game is about getting real focus when it matters,” said T-Pain, CEO of Nappy Boy Drinks. “It’s something I use in my own routine, whether I’m creating, driving, performing or working late, and it’s built to be something people can rely on.”

As the brand enters 2026, Good Game will continue expanding placements and supporting retail partners through targeted activations across convenience and value channels.

Retailers interested in carrying Good Game by T-Pain can contact Acosta or via the Core-Mark and McLane portals.

### **About Nappy Boy Drinks**

Nappy Boy Drinks is a performance-focused food and beverage company co-created and led by GRAMMY® Award-winning artist, entrepreneur, and cultural icon T-Pain. The brand's flagship product line, Good Game by T-Pain, features 2-oz. nootropic energy shots formulated to support focus, mood, and steady performance during high-concentration moments. Built for creators, competitors, drivers, students, shift workers, and other performance-driven individuals, Good Game is designed for everyday execution and repeat use. Nappy Boy Drinks also develops media,

competitions, and community initiatives that celebrate focus, discipline, and mastery across a wide range of skill-based environments. Sales are led nationally by Acosta Group with broad convenience distribution support. For more information, visit [nappyboydrinks.com](http://nappyboydrinks.com) or follow [@nappyboydrinks](https://twitter.com/nappyboydrinks).

### **About Murphy USA**

Murphy USA (NYSE: MUSA) is a leading retailer of gasoline and convenience merchandise with more than 1,800 stores located primarily in the Southwest, Southeast, Midwest, and Northeast United States. The Company and its team of approximately 16,900 employees serve an estimated two million customers each day through its network of retail gasoline and convenience stores in 27 states. The majority of Murphy USA's stores are located in close proximity to Walmart Supercenters, but we also operate standalone stores that market gasoline and other products under the Murphy USA, Murphy Express, and QuickChek brands. Murphy USA ranks 231 among Fortune 500 companies.

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