

PRESS RELEASE FOR IMMEDIATE RELEASE

Klean Athlete® Announces 2015 Klean Team USA Ambassador Athletes

PITTSBURGH, Pa., March 26, 2015 – <u>Klean Athlete®</u>, a line of <u>NSF Certified for Sport®</u> nutritional supplements designed to support a healthy lifestyle and promote peak performance, is proud to announce its 2015 <u>Klean Team USA</u> Ambassador Athletes. The team is made up of 7 individual endurance athletes and 2 cycling teams from around the country who embody the Klean Athlete lifestyle and values through healthy living and training.

"These ambassadors aren't just athletes," says Timothy Monk, Senior Vice President of Sales and Marketing for Klean Athlete. "They're leaders. They're facing challenges and inspiring other endurance athletes to live and train clean. We're thrilled to have such a diverse group of men and women who are dedicated to their sport, and dedicated to optimal health and performance."

Meet the 2015 Klean Team USA Ambassador Athletes:

- Balazs Csoke of The Woodlands, TX (triathlon)
- Beth Ulibarri of Albuquerque, NM (triathlon & running)
- David Richter of Seattle, WA (cycling)
- Ian Crane of Seattle, WA (cycling)
- Meredith Atwood of Savannah, GA (triathlon)
- Timmy Samec of Drums, PA (triathlon)
- Todd Herriott of Omaha, NE (cycling)

Also members of the 2015 Klean Team are the athletes on two cycling teams: The Hagens Berman U-23 Cycling Team of Seattle, WA and the Axeon Cycling Team of Golden, CO. Each cyclist on these teams has incorporated Klean Athlete supplements into their training, competition, and recovery routines – making a commitment to living Klean.

The Klean Athlete line is composed of ten nutritional supplements created to provide a safe and effective foundation to live healthy, train smart, and compete at the best possible level. The complete line of Klean Athlete products undergoes a meticulous testing and verification process to receive the esteemed NSF Certified for Sport certification ensuring that each product is free of banned substances. The NSF Certified for Sport program was developed in response to the concerns of athletes, coaches, team owners and others about finding banned substances in sports nutrition products.

To follow the 2015 Klean Team USA's progress and learn more about their upcoming competitions and race schedules, please follow Klean Athlete on Facebook (<u>facebook.com/KleanAthlete</u>) and Twitter (<u>@kleanathlete</u>) as well as visit the blog at <u>www.kleanathlete.com/blog</u>.

To learn more about the full line of Klean Athlete nutritional supplements, please visit www.kleanathlete.com.

ABOUT KLEAN ATHLETE®

The <u>Klean Athlete®</u> NSF Certified for Sport® supplements were designed to maintain the healthy lifestyle and promote peak performance of athletes, from the weekend warrior to the amateur and professional competitor. Powered by Douglas Laboratories®, a business unit of Atrium Innovations Inc., this line of certified nutritional supplements is backed by more than 60 years of science, dedicated research and manufacturing excellence. Klean Athlete® is available through licensed healthcare professionals as well as qualified coaches, trainers, and registered customers at www.kleanathlete.com.

ABOUT KLEAN TEAM USA

The 2015 <u>Klean Team USA</u> is comprised of diverse athletes from throughout the country who embody the Klean Athlete lifestyle and values. They have demonstrated their dedication and commitment to healthy living and smart training, and are preparing for a competitive multisport race season ahead. To learn more about Klean Team USA 2015, visit www.kleanathlete.com/klean-team-usa.

ABOUT NSF®

Klean Athlete® is tested and certified by the NSF Certified for Sport® program (www.nsfsport.com) part of NSF International's Health Sciences Division. This growing division offers training and education, consulting, GMP and GLP testing, certification, R&D and auditing for the dietary supplement, pharmaceutical and medical device industries throughout the entire product lifecycle. The Health Sciences Division includes NSF's prestigious Dietary Supplements Certification Program. NSF International developed the only American National Standard for Dietary Supplements (NSF/ANSI 173) and tests and certifies supplements against this standard. NSF's Health Science Division operates globally throughout North America, Europe, the Middle East, Africa, Asia and Latin America. For more information visit www.nsfsport.com.

ABOUT ATRIUM INNOVATIONS

Atrium Innovations Inc. is a globally recognized leader in the development, manufacturing, and commercialization of innovative, science-based natural health products, which are distributed in more than 35 countries. The Company owns healthcare practitioner and specialized retail product brands that are at the forefront of science, innovation and education. Atrium has over 1,500 employees and operates seven manufacturing facilities complying with current Good Manufacturing Practices. Additional information is available at www.atrium-innovations.com.

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