



KLEAN ATHLETE® CELEBRATES START OF 2016 BASEBALL SEASON WITH LAUNCH OF NSF CERTIFIED FOR SPORT® KLEAN BCAA + PEAK ATP®

*Unique Combination Fuels Performance and Boosts Recovery**



*New Klean BCAA + PEAK ATP® is designed to help athletes fuel performance and boost recovery**

PITTSBURGH, PA. (April 19, 2016) — Just in time for baseball season, Klean Athlete, a line of science-based, nutritional supplements designed to provide athletes with a safe and effective nutritional foundation to fuel training and fortify performance, today announced the launch of Klean BCAA + PEAK ATP®.* This new formula combines branched-chain amino acids (BCAAs) with adenosine-5'-triphosphate (ATP) to help athletes build muscle mass, strength

and power while also supporting post-exercise blood flow and muscle oxygen recovery.*

“Research has shown BCAAs may be beneficial as an endurance and muscle recovery aid, while also supporting immune function during high intensity exercise and activity,” explains Kristi Belohlavek, RD, Klean Athlete’s Director of Product Development.* “PEAK ATP® supports tissues in the body and provides a direct source of energy to muscles, allowing the body to train longer and stronger. This is critical for any athlete, especially baseball players, who must perform at optimal levels for months at a time, despite grueling training and travel schedules.”*

Klean Athlete is a line of NSF Certified for Sport® nutritional supplements, meaning each product undergoes a meticulous testing and verification process and is certified as 100 percent free of all banned substances. The line was developed for athletes, by athletes, to provide a strong nutritional foundation to live healthy, train smart and compete at the highest level, while also integrating seamlessly into an athlete’s daily regimen.* Klean Athlete’s complete line, including the Klean BCAA + PEAK ATP® supplement powder, is formulated without wheat or gluten and is free of artificial coloring, flavoring and sweeteners.

“We developed BCAA + PEAK ATP® to help athletes compete healthier, faster and stronger than ever,” says Adam Branfman, Klean Athlete’s Brand Manager.* “And what better time to do it than at the start of baseball season, one of the longest and most taxing for its players.”

Klean Athlete is an official partner of the Major League Baseball Players Association and works with many of the league’s strength and conditioning coaches to support clean training for the ball players. Members of the Klean Athlete team were recently on-site at spring training and provided each Major League Baseball player with a bottle of Klean Multivitamin™ to kick-start the training season. As part of this ongoing commitment, each major league baseball club also received a shipment of Klean BCAA + PEAK ATP® product to help players start the season on the right foot.

For more information, visit: www.kleanathlete.com/bcaa

About Klean Athlete

The Klean Athlete 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.* Klean Athlete is available through its exclusive network of accredited coaches, trainers and teams as well as at kleanathlete.com. Klean Athlete is an official partner of the

Major League Baseball Players Association and the official nutritional supplement brand of USA Water Polo and Axeon Hagens Berman Cycling Team.

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**These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.*

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