



PRESS RELEASE
FOR IMMEDIATE RELEASE

Klean Athlete® Introduces the Klean Oath

Growing community of athletes share their stories of athletic integrity

PITTSBURGH, Pa., July 2, 2013 – [Klean Athlete®](#), a line of [NSF Certified for Sport®](#) nutritional supplements designed to support the healthy lifestyle and promote peak performance of the athlete in all of us, today announces the launch of the new [Klean Oath™](#), a community of athletes who have come together to pledge their commitment to live, train and compete clean. Athletes can visit www.kleanoath.com to take The Oath and join the community of like-minded individuals who rely on hard work to achieve their goals.

“We created the Klean Oath™ as a way for all athletes, from the weekend warrior to the amateur and professional competitor, to share their promise to train clean and connect with others who adhere to this lifestyle,” says Timothy Monk, Senior Vice President of Sales and Marketing for Douglas Laboratories®, a multiple marathon and triathlon finisher including the Ironman® World Championships. “This oath serves as reinforcement of our team’s personal mission to provide athletes with supplements that support, rather than enhance, peak performance.”

First introduced at Klean Athlete®’s hometown Pittsburgh Marathon in May, the [Klean Oath™](#) states: “I am an athlete. I am committed to peak performance. I believe in smart training, healthy living and optimal nutrition. My results are mine, and mine alone. I am not just an athlete. I am a Klean Athlete®!”

To take the [Klean Oath™](#) and join the community, athletes simply submit their name and sport(s) with the option of sharing the story of what makes them a Klean Athlete. Those who share their story between July 1, 2013 and August 12, 2013 will be entered to win a Klean Athlete Sponsorship package including a year’s supply of Klean Athlete® supplements, an upcoming race entry fee, a custom race kit, and Klean Athlete® gear.

To learn more about the growing [Klean Athlete®](#) community or to take the Klean Oath™, please visit www.kleanoath.com.

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. Powered by Douglas Laboratories®, a business unit of Atrium Innovations Inc. (TSX: ATB), this new line of certified nutritional supplements is backed by more than 50 years of science, dedicated research and manufacturing excellence. Klean Athlete® will be available through licensed healthcare professionals as well as qualified coaches, trainers, and registered customers at www.kleanathlete.com.

ABOUT NSF®

Klean Athlete® is tested and certified by the NSF Certified for Sport® program (www.nsf-sport.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.nsf sport.com.

ABOUT ATRIUM INNOVATIONS

[Atrium Innovations Inc.](http://www.atrium-innovations.com) (TSX: ATB) 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 1,100 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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MEDIA CONTACTS:

Darice Case
Chemistry Communications
p: 412-325-2895
e: darice@visitthelab.com

Amélie Germain
Atrium Innovations
p: 418-652-1173 x 330
e: ag@atrium-innovations.com