



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Klean Athlete® Announces Applications for KleanTeam™ USA Ambassador Athletes
Search for eight endurance athletes of all levels

PITTSBURGH, Pa., November 14, 2013 – [Klean Athlete® NSF Certified for Sport®](#) nutritional supplements for athletes has announced the search for eight endurance athletes of all levels who embrace a clean lifestyle through healthy living and training to become the first KleanTeam™ USA Ambassador Athletes.

Klean Athlete® has taken the initiative to start an ambassador program in support of athletes who embody Klean Athlete values—training naturally to reach their peak performance through optimal health. Applications for the first KleanTeam™ USA will be available from November 15th through December 15th at www.kleanathlete.com. Applicants must complete an entry form, demonstrate hard work, athletic integrity, dedication, positive attitude and natural training and are suggested to submit a race resume, 2014 race schedule and photo.

“At Klean Athlete®, we understand the pride and hard work that goes into athletic training, and the importance of choosing supplementation that will support fitness goals” says Timothy Monk, Senior Vice President of Sales and Marketing for Klean Athlete®, a multiple marathon and triathlon finisher including the Ironman World Championships. “We are ecstatic to have the opportunity to select our first KleanTeam® USA Ambassador Athletes for 2014 and highlight a group that serves as role models and are dedicated training naturally.”

Once chosen, Klean Team™ USA will represent Klean Athlete® in 2014 in an effort to support, promote, educate, and generate conversation on the vision of the Klean Athlete® brand. Chosen Ambassador Athletes will receive a complete Klean Athlete® tri kit, cycling jersey, Klean Athlete® swag and a monthly stipend for Klean Athlete® nutritional supplements.

The Klean Athlete® line is composed of nine 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 learn more about Klean Team™ USA and the full line of Klean Athlete® nutritional supplements, or to apply to become a Klean Team™ USA Ambassador Athlete please visit www.kleanathlete.com.

† *These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.*

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®, 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.nsfport.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.nsfport.com.

ABOUT ATRIUM INNOVATIONS

[Atrium Innovations Inc.](#) (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 1,300 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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