



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Klean Athlete™ Announces Partnerships with Two of the Largest Credentialed Coaching Services for Endurance Athletes

PITTSBURGH, Pa., March 07, 2012 – [Klean Athlete™](#) the new line of NSF Certified for Sport® nutritional supplements for athletes powered by [Douglas Laboratories®](#) announces their partnerships with [Finish Strong Coaching](#) and [OutRival Racing](#)—two of the largest credentialed coaching services in Texas.

The recent partnerships with Finish Strong Coaching and OutRival Racing mirror Douglas Laboratories'® 50 year commitment to provide science-based nutritional supplements by providing credentialed training services coaches, associations and healthcare professionals with Klean Athlete™ products: designed specifically for athletes who want to reach peak performance through optimal health. Both coaching service partners are currently utilizing Klean Athlete™ supplements in conjunction with individualized training programs for their endurance athletes.

“The Klean Athlete™ Line is about enabling athletes to compete at their very best in a *natural* way,” says Timothy Monk, Senior Vice President of Sales and Marketing for Douglas Laboratories®, a multiple marathon and triathlon finisher including the Ironman World Championships. “Klean Athlete™ nutritional supplements are first and foremost to be distributed through professional coaches, healthcare professionals, and credentialed coaching associations that recognize the need to create products which support – rather than enhance – peak performance.”

“The responsibility of ensuring our athletes are taking safe and effective nutritional supplements can be a heavy burden considering the number of products on the market that are not certified or free of banned substances,” says Coach Lyons from Finish Strong Coaching. “Our partnership with Klean Athlete™ has provided our coaches with the ability to stay true to our strategy, that training smarter drives the best results.”

“Klean Athlete gives our trainers a sense of comfort when recommending supplements that complement the unique training programs we have created for our athletes,” says Coach LaBlanc from OutRival Racing. “With clean products that are NSF Certified for Sport®, I have peace of mind that our athletes will compete at peak performance without anything standing in their way.”

The Klean Athlete™ line is composed of seven nutritional supplements created to provide a safe and effective foundation to live healthy, train smart and compete at the best possible level:

- **Klean Multivitamin™** – A twice-daily tablet, which acts as the starting line for promoting overall health.[†] The formulation is optimized for the athlete to give them the vital nutrients they need in smaller, more powerful doses, and nothing that they don't need. Klean Multivitamin™ also contains a unique fruit & vegetable blend.
- **Klean Antioxidants™** – Powered by the super fruit Maqui Berry, the anti-aging ingredient Astaxanthin, as well as a patented combination of Acetyl-L-Carnitine and Lipoic Acid, these vegetarian capsules help guard against cellular damage that comes from intense training and helps maximize the long-term health of athletes, both young and seasoned.[†]

- **Klean Cognitive™** – Supports cognitive health with the same Acetyl-L-Carnitine and Lipoic Acid combination, as well as, a vegetarian Alpha-CPG formula to support brain health – so the mind performs as well as the body.[†]
- **Klean Probiotic™** – Promotes digestive health so nutrients the body needs to perform (including those provided by other Klean products) can be properly absorbed into the bloodstream and is formulated to support immune response.[†]
- **Klean Isolate™** – No artificial flavors or sweeteners, just premium-quality whey protein isolate to build and repair muscle.[†]
- **Klean Electrolytes™** – Replenishes important minerals in your patients’ bodies during or after exercise. The capsule formula allows users and HCPs to customize dosage according to any athlete’s training needs.[†]
- **Klean Endurance™** – A great tasting chew that supports the natural way the human body produces energy. This all-natural D-Ribose supplement is clinically proven to help restore and replenish energy while supporting cardiac function and reducing fatigue.[†]

The complete line of Klean Athlete™ products undergo meticulous testing and verification process to receive the esteemed NSF Certified for Sport® certification ensuring that each product is free of banned substances. Recognized by major sports organizations including the NFL, MLB, NHL and PGA, 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.

Douglas Laboratories® maintains outstanding quality control from start-to-finish for Klean Athlete™ ingredients and products. They are one of the few supplement providers who control manufacturing, packaging and distribution, thus ensuring that the highest quality product reaches every athlete.

† 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 DOUGLAS LABORATORIES®

A subsidiary of Atrium Innovations Inc. [TSX: ATB], [Douglas Laboratories®](#), the trusted choice of thousands of healthcare professionals for over 50 years, is at the forefront of the nutritional health industry, proudly researching, developing and manufacturing superior quality, science-based supplements that help people improve their health. Douglas Laboratories® provides the added insurance of multiple domestic and international GMP certifications, including ISO-9001 Certification and ISO-17025 Accreditation for in-house laboratories, as well as NSF® International Registration. With headquarters located in Pittsburgh, Pennsylvania, USA, Douglas Laboratories® currently offers and distributes over 600 branded products worldwide. For additional information, please visit www.douglaslabs.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.](#) is a globally recognized leader in the development, manufacturing, and commercialization of innovative, science-based dietary supplements available mainly through healthcare practitioners and health food and specialized stores. Atrium has over 1,100 employees and operates seven manufacturing facilities. Additional information is available at www.atrium-innovations.com.

ABOUT FINISH STRONG COACHING

[Finish Strong Coaching](#), the area's first premier coaching service for youth and adult endurance athletes was founded by Dana Lyons. With over 25 years of experience as a competitive athlete in local, national and world multisport events, Lyons is among a select group of elite coaches in the area who has achieved the distinction of USAT Level II certification. Since 2004, Head Coach Dana Lyons and his team of expert coaches have been helping over 1,500 athletes of all ages and abilities train smart and achieve their goals in triathlon, duathlon, running, and cycling through individualized coaching and group training programs.

ABOUT OUTRIVAL RACING

[OutRival Racing](#), an endurance sports coaching service for athletes of all ages and abilities was founded by Michelle LaBlanc, a former three-time NCAA All-American cross-country and track athlete from the U.S. Air Force Academy and Rice University. The coaching service works with age-groupers, amateur elites and professionals of all ages in triathlon, cycling, and running.

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