

Nutrition21

FOR IMMEDIATE RELEASE

Nutrition 21's Nitric Oxide-Boosting Nitrosigine® Pumps Up Cellucor®'s NO3 Ultimate™ Pre-Workout Product

PURCHASE, NEW YORK – October 10, 2017 – Nutrition 21, LLC (“**Nutrition 21**”), has announced that its clinically substantiated ingredient, Nitrosigine®, is featured in NO3 Ultimate™, a pre-workout product from premier sports nutrition brand, Cellucor®. NO3 Ultimate's formulation enables athletes to push themselves harder, train longer, and maintain sharper focus when aiming to achieve new health and fitness goals.

Nitrosigine is a patented complex of bonded arginine silicate stabilized with inositol that is scientifically engineered to significantly boost nitric oxide levels, a key factor in increasing blood flow to working muscles.[^] Nitrosigine is designed to help consumers train longer, harder and better.

Nitrosigine's clinical evidence supports increased, long-lasting bioavailability and enhanced performance, giving sports nutrition products a competitive edge. “Consumers should look for Cellucor's NO3 Ultimate, as well as the Nitrosigine logo on sports nutrition products to get more out of their workouts,” said Nutrition 21 Vice President of Sales Jim Kahn.

“For 15 years, Cellucor's mission has been to support each of our customer's personal journeys and self-improvement evolution,” said parent company Nutrabolt's CMO, John Hardesty. “With NO3 Ultimate, we wanted to provide a stimulant-free product that would work to enhance an athlete's pump, even through their most intense workouts. By incorporating Nitrosigine, we were able to create a powerful pre-workout that not only provides that enhanced muscle pump, but also delivers a boost of energy and the mental focus needed to fuel endurance and help athletes push through to new personal limits.”

A uniquely versatile product, Nitrosigine delivers clinically substantiated results. Consumer benefits shown to be directly linked to Nitrosigine supplementation include:

- Boost key factors for increasing blood flow[^]
- Significantly improve focus, mental acuity and processing speed by 33%
- Increase muscle volume[^]
- Reduce muscle damage from exercise
- Increase energy quickly and safely
- Provide a safe, bioavailable source of arginine and silicon
- Significantly increase silicon levels for up to 1.5 hours
- Significantly enhance blood arginine levels for up to 6 hours[^]

[^]Results compared to baseline

About Nitrosigine®

Nitrosigine is a patented complex of bonded arginine silicate with FDA New Dietary Ingredient (NDI) notification status and has been self-affirmed Generally Recognized As Safe (GRAS) at the level of 1,500 mg per day for use in nutritional bars and beverages. Nitrosigine is scientifically engineered to boost nitric oxide levels, which have been shown to be a key factor in generating greater blood flow and vasodilation in working muscles. The unique Nitrosigine complex bonds arginine and silicate – unlocking powerful synergistic effects that offer enhanced benefits. Nitrosigine is a safe, non-

stimulant, effective ingredient that is easy to formulate into new and existing products for sports nutrition, men's health and cardiovascular health. For more information, please visit:
www.Nitrosigine.com

About Nutrition 21, LLC

Nutrition 21, a wholly owned subsidiary of JDS Therapeutics, is a leader in the nutritional supplement industry. With many years of biotechnology and pharmaceutical experience, the Company's scientific platform has created unique, patented products that are safe and clinically effective. Rigorous preclinical and clinical trials are a key part of its product development strategy to ensure product safety and consumer trust. Nutrition 21 currently holds over 100 domestic and international issued and pending patents for products. Many support unique claims associated with, among others, glucose metabolism, weight management, cognition, and sports nutrition.

The Company is a developer and marketer of efficacious, high-value, clinically substantiated ingredients for dietary supplements, medical foods and beverages. Nutrition 21's branded ingredients include: Velositol[®], which has been clinically shown to double the effects of whey protein -- significantly increasing muscle protein synthesis, the key to muscle growth; Chromax[®] chromium picolinate, with clinically substantiated benefits for glucose metabolism, weight management, and brain health; Nitrosigine[®] bonded arginine silicate, is clinically shown to significantly boost nitric oxide levels supporting mental acuity/focus and sports nutrition. Nitric oxide is a key factor in promoting the relaxation of smooth muscle in blood vessels, increasing blood flow to working muscles. For more information, please visit: www.Nutrition21.com

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