

PROFILE: CYTOSPORT

DRIVEN BY SCIENCE, INSPIRED BY PERFORMANCE

OVERVIEW

Based in Benicia, California, CytoSport produces some of the most recognizable nutritional products on the market today, including its signature Muscle Milk brand. Muscle Milk, which is available in nearly 30 powdered flavors and eight ready-to-drink varieties, has fast become a staple in the nutritional regimen of many elite athletes and weekend warriors.

In addition to the Muscle Milk brand, CytoSport also produces Monster Milk, which caters to the more hardcore athlete. Monster Milk has 50 grams of protein along with high concentrations of branched-chain amino acids and glutamine in each serving. CytoSport produces a complete line of premium products, including EvoPro, CytoGainer and Complete Whey Protein.

While CytoSport has made a name for itself as a premier provider of protein shakes, powders and bars, it has also become a force in the sports drink arena with its line of Cytomax Performance Enhanced Drinks. Made with a patented, functional energy source, these drinks are widely used by endurance athletes and in head-to-head double-blind studies performed better than the market leader. Up next for CytoSport is its foray into the energy shot category, where it'll be introducing a product that has 5 grams of protein in addition to 100 mg of caffeine, touting "Protein for Muscle and Caffeine for Energy."

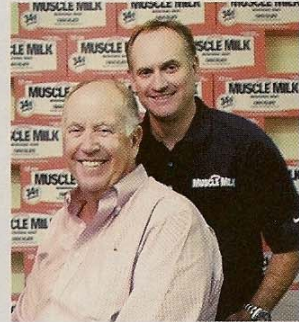
In the past year, Muscle Milk has received several awards from industry-leading organizations. Muscle Milk was voted the Best Functional Beverage and Beverage of the Year by BevNET, a leading source of product reviews and information for the beverage industry. Bodybuilding.com awarded Muscle Milk the Ready-to-Drink Beverage of the Year. Finally, CytoSport was vot-



ed Company of the Year by Beverage Forum (presented by Beverage Marketing Corporation and Beverage World.)

COMPANY HISTORY

CytoSport was founded 10 years ago by the father and son team of Greg and Mike Pickett, with their stated mission to "provide the highest quality nutritional products to professional and amateur athletes striving to reach their potential."



After two years of selling protein powders, the Picketts created the Muscle Milk brand, which catapulted them into the mainstream. They launched the ready-to-drink version of Muscle Milk in 2004, and the product steadily gained mass appeal, culminating in the recent signing of several star athletes to endorse the product.

Today, CytoSport is tackling the biggest names in the business with its protein powders, protein bars, shakes, sports drinks and energy products.

PRODUCTS

Muscle Milk Powders, Muscle Milk Ready-to-Drink shakes, Muscle Milk Bars, Muscle Milk and Oats, Muscle Milk Light product line, Monster Milk, Monster Mass, EvoPro, CytoGainer, Complete Whey Protein, Cytomax Performance Enhanced Drinks, Muscle Energy Shot

ATHLETES, SPONSORS and AFFILIATIONS

- Adrian Peterson, Brandon Roy, Ryan Braun, Shaquille O'Neal, Chrissie Wellington, Dustin Barc.
- Title Sponsor of the Muscle Milk/MDK/KTM Supercross/Motocross Race Team, featuring riders Ryan Sipes and Justin Brayton.

CYTOSPORT FACTS

Name: CytoSport
Most Popular Product: Muscle Milk
Highlights: Voted Company of the Year by Beverage Forum
Website: cytosport.com

PROFILE: CHAMPION NUTRITION

TRAIN LIKE A CHAMPION

OVERVIEW

Champion Nutrition has been at the forefront of the sports supplement industry for more than a quarter of a century. With the three-pronged goal of providing its customers with the most effective, high-quality, best-tasting nutrition products on the market, the Champion Nutrition name enhances the training experience of pro athletes, bodybuilders and fitness enthusiasts around the world.

"All of our products are made onsite at our new, state-of-the-art facility in Sunrise, Florida," says John Jarmul, director of marketing for Champion Nutrition. "This allows us to oversee every phase of production, from ingredient testing to finished product, and maintain the highest levels of quality in the industry."

From protein powders to endurance enhancers to its extremely popular Pure Whey protein powder, the complete line of products Champion provides its customers is second to none.

COMPANY HISTORY

Champion Nutrition was founded in 1983 by one of the pioneers of the sports nutrition industry, Mike Zumpano. What started as mainly a protein company quickly blossomed into a full-blown nutrition juggernaut with the introduction of the revolutionary product Metabolol.

Metabolol, created in 1984, was Champion's first great-tasting meal supplement that allowed athletes to pack on more muscle without gaining fat. The product was so successful that after further research,



Champion came out with Metabolol II in 1988. This next version was an instant hit as well, becoming a staple in the training regimen of athletes the world over.

While Metabolol and Pure Whey have given us a great foundation, we've developed some really innovative new products in the last year," Jarmul says. Among them are GlyProXTS™ Complete Stack, their new nitric oxide preworkout formula that utilized the latest revolutionary ingredient, GPLC. They're also proud of WipeOut™, a four-stage fat-burner containing ThermoSine™, a form of carnitine that, according to Jarmul, has some very strong science behind it.

Looking to the future, they're getting ready to launch their UltraMet® meal replacement brand in ready-to-drink and bar versions, which will give Champion Nutrition more than 60 active products on the market.

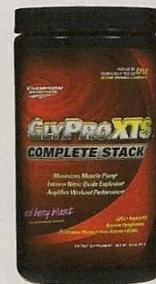
In addition, they're currently re-introducing their brand to a younger generation by sponsoring such elite MMA fighters as Thiago "Pitbull" Alves and Mike Brown.

PRODUCTS

Adrenol8, Amino Shooter, Amino Shooter Core+, Champion Mass, Creatine Xtreme, Digestive Enzymes, Fast Mass, GlyProXTS, GlyProXTS Complete Stack, Heavyweight Gainer 900, Liver Cleanse, Met Endurance, Met-Max, Metabolol II, Multiple Vitamin + Energy, Muscle Nitro, Omega-3 Fish Oil, PerformAde, Performance BCAAs, Power Creatine, Power Glutamine, ProScore 100, Pure Casein, Pure Whey, Pure Whey Fusion, Revenge Sport, Sleep Aid, Super Heavyweight Gainer, UltraMet Instant, WipeOut

ATHLETES and SPONSORS

UFC welterweight contender Thiago "Pitbull" Alves; WEC featherweight champion Mike Brown, NPC bodybuilder Lee Banks, MMA star Bobby Lashley, fitness model Kathleen Tesori



CHAMPION FACTS

Name: Champion Nutrition
Most Popular Product: Pure Whey
Contact Info: (800) 225-4831
Website: www.championnutrition.com

PROFILE: ULTIMATE NUTRITION

THE FUTURE OF SPORTS NUTRITION

OVERVIEW

Ultimate Nutrition is currently celebrating its 30th anniversary, which means it's the perfect time to take stock of the lasting impact the company has had on the nutrition industry: It was the first company to put creatine in a bottle, one of the first companies to offer whey protein and one of the first to sell various types of fat-burners.

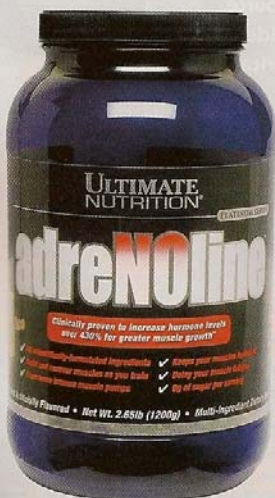


"We founded this company with the goal of creating high-quality, highly researched products at affordable prices," says Ultimate Nutrition Vice President Brian Rubino. "That philosophy served us well in the past and will carry us into the future."

With more than 400 products to its name, including the best-selling IsoMass Xtreme Gainer in the United States and the Iso-Sensation 93 in Europe, Ultimate Nutrition is poised to remain at the top of the nutrition industry for another 30 years and beyond.

COMPANY HISTORY

"The people who founded this company were power lifters," Rubino says. "They weren't satisfied with the supplements that were available in the late '70s, and they decided to do something about it."



Among those dedicated gym rats was Brian's own father, Victor H. Rubino. At the time, Victor was one of the top amateur powerlifters in the U.S., and he also happened to be a biochemist. With that kind of diverse résumé, it was only a matter of time before Victor took matters into his own hands and began formulating products that better served his needs. He went on to start his own sports nutrition company in 1979.

Ultimate Nutrition almost immediately became a trail-blazer in the supplement industry, becoming one of the first companies to sell amino acid tablets, protein powders and carbohydrate powders. In the mid 1980s, the company expanded its product line and launched iconic brands like the electrolyte drink Sports Energizer.

A decade later, Ultimate Nutrition continued to cement its legacy as a major innovator in the nutrition field by becoming one of the first companies to offer whey protein powder in a bottle. That historic product was followed with the release of several signature offerings, including Muscle Juice 2544, Protein Isolate and adreNoline.

"We're proud of our product line," Rubino says. "But we're always looking forward. With that in mind, we're about to come out with a new fat-burner called Red Zone. We think it will redefine fat-burners as we know them."

PRODUCTS

Iso Mass Xtreme Gainer, Muscle Juice Revolution Prostar Whey, Glutapure, Protein Isolate, Iso Sensation 93, Super Amino 2000, Red Zone®, Horse Power, adreNoline

ATHLETES and SPONSORS

WWE Superstar John Cena; IFBB Pro Jenny Lynn; IFBB Pro Ed van Amsterdam; IFBB Pro Markus "The German Beast" Rühl, IPF Bench Press World Champion Alexey Sivokon; former pro hockey player Tony (Anton) Breznik.



ULTIMATE NUTRITION FACTS

Name: Ultimate Nutrition

Most Popular Product: Iso Mass Xtreme gainer

Highlight: Introducing the new fat-burner Red Zone

Contact Info: (800) 727-3636 x106

Website: www.ultimatenutrition.com