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SoLo's Olympic Success Fuels NBA Preseason

Fresh from the Success of the Beijing Olympics, SoLo Bars are Refueling the Best Players in Basketball as They Train and Prepare for the Upcoming NBA Preseason.

Edmonton, Alberta, Canada, October 3, 2008 – The recent success of SoLo Powered athletes Paul Tichelaar and Megan Metcalfe at the Beijing Olympics has instilled a confidence in reenergizing the basketball players for the upcoming NBA Preseason. Scheduled to begin early in October, the excitement surrounding the games and locations is mounting; with 33 of the games being held in non-NBA cities including Barcelona, Berlin, London, Paris and Beijing. Great-tasting SoLo Bars are the athlete's fuel of choice; where they have been courtside for 12 of the NBA teams, providing the sustained energy and enhanced endurance the players and coaches rely on to get them through the grueling practices and games. SoLo's Controlled Energy Response Technology™ combines all-natural ingredients with a good balance of protein, carbs and fat; giving the players a slow and steady release of fuel, while prolonging energy for the later stages of games when the players need it most.

"The San Antonio Spurs, 2007 World Champions, have enjoyed the low glycemic benefits of the SoLo Bars for their nutritional advantage and great taste. The Spurs play against the best basketball players in the world and our players need to be fueled to perform at the highest level. So often energy and nutrition bars are loaded with fast burning high glycemic ingredients that contribute to fatigue in the later stages of our games. SoLo's slow release carbohydrates give our players sustained energy for four full quarters of basketball." said Mike Brungardt, Strength and Conditioning Coach for the NBA's San Antonio Spurs.

Word of SoLo's benefits continues to spread throughout the NBA community with more than 1/3 of the teams currently using or testing the bars as part of their high performance fueling program. SoLo's unique design delivers energy slowly as working muscles need it, sparing precious energy reserves at the same time. This instills a trust that SoLo Bars will provide the long term energy the players and trainers need, without the highs and lows experienced when using so many other energy bars. The trainers love the bars for the performance value and great nutrition, and the players love the bars for the great taste.

“The SoLo Bars have given our team an advantage. We eat them before games and at halftime to give us the sustained energy for four quarters of NBA basketball. I love the beneficial ingredients that provide me optimal health in training and recovery, and I love the energy it gives me when its crunch time at the end of the game. Not to mention they taste great. The Berry Bliss has been a team favorite.....keep them coming.” said Joe Rogowski, Strength and Conditioning Trainer for the NBA’s Orlando Magic.

SoLo Bars are also being used by the Major League Baseball, National Hockey League, NCAA Collegiate Athletic Departments, Olympic athletes, and world-class endurance athletes. SoLo is quickly becoming the bar of choice among athletic professionals; with the lasting energy, great taste, and wholesome ingredients being the reasons why they love the bars. Having the correct fueling plan is paramount to achieving success in sport and SoLo delivers on all fronts. SoLo’s University-validated low glycemic profile delivers energy slowly, allowing athletes to perform at their best for extended periods of time, with the goal of sparing glycogen stores in the process. Athletes can trust that SoLo Bars will keep them powered for longer - to get through an endurance event, training run, or championship game.

SoLo’s great tasting, all-natural blend of ingredients provides balanced nutrition; combining slow-burning carbohydrates, protein, dietary fat and fiber. Available in five great-tasting flavors (Chocolate Charger, Peanut Power, Berry Bliss, Lemon Lift and Mint Mania), SoLo Bars provide 11-13 grams of protein, 24 vitamins & minerals, antioxidants for cell recovery, and a good source of fiber – all without the use of sugar alcohols, artificial sweeteners, artificial flavors or colors, hydrogenated oils or trans fats. These are the reasons why SoLo is quickly becoming the #1 choice among bar users, across all types of sports and activities.

About Solo GI Nutrition Inc.

The innovative and award-winning SoLo Bars are available at Whole Foods Markets, leading natural food stores, fitness centers, bike shops, outdoor shops and online at www.solo-gi.com, www.amazon.com and www.drugstore.com. Solo is committed to developing great tasting products that offer superior food choices to make it easy for consumers to achieve personal goals in physical pursuits and healthy living, without sacrificing eating pleasure. Solo applies its proprietary, patent-pending technology to develop all-natural and great tasting food products to enhance performance and promote optimal health. For more information on SoLo Powered nutrition visit SoLo’s Website at www.solo-gi.com or email info@solo-gi.com.

For more information or to request a photograph or samples, please contact Carla Poirier at (780) 908-0087 or cpoirier@solo-gi.com.

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