

**FOR IMMEDIATE RELEASE**



**Contact: Carla Poirier  
Solo GI Nutrition, Inc.  
780-908-0087  
cpoirier@solo-gi.com**

## **SoLo Powered NBA Success**

### **World Champions Boston Celtics Fueled by SoLo Bars**

**Edmonton, Alberta, Canada, June 23, 2008** – All natural SoLo is fueling the world's best athletes in the sport of professional basketball with more than 1/3 of the NBA teams using the bars for the sustained energy, great taste and high performance nutrition they provide. The impressive list, lead by the Orlando Magic, also includes the 2008 NBA World Champions, the Boston Celtics, who began testing the bars 2 months ago on their road to victory. The Celtics have achieved the pinnacle of success, where they were just another NBA team last season. Many factors play into this type of situation, most importantly being hard work; but having the correct fueling plan is also paramount to achieving success of this degree.

An athlete's nutritional plan and choice of fuel is directly related to performance levels, and ultimately the level of success they achieve. SoLo's Controlled Energy Response™ Technology delivers a slow and steady release of fuel; providing lasting energy and enhanced endurance, allowing the athletes to perform at their best, over extended periods of time. The ease of digestion and palatability also affords the athletes the luxury of eating the bars frequently, providing a steady stream of energy to fuel their long and grueling practice and playoff schedule; thereby enabling them to push beyond their personal limits and achieve greatness, when other energy bars fail.

SoLo continues to escalate to new heights in the professional athletic arena with 11 NBA teams currently using or testing the SoLo bars. It began with the Orlando Magic receiving SoLo on the recommendation of their strength and conditioning trainer, Joe Rogowski. The bars were brought to the bench, where the players tried them at half time and the ability to perform was there - for both the players and the bars. The low glycemic profile, combined with a good balance of carbohydrates, protein and fat provided just what they needed, and kept them going. As a result, the team has adopted SoLo as part of their ongoing nutritional game plan. 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.

The word has spread quickly and SoLo is being used by athletes in many different sports arenas; including numerous other professional hockey, professional baseball, and collegiate sports teams; as well as world-class Olympic-caliber endurance athletes. In fact, SoLo Powered Triathlete Paul Tichelaar recently secured his position on the Canadian Olympic Triathlon Team where he raced against the best in the world, achieving a top 10 finish at the World Triathlon Championships in Vancouver on June 8<sup>th</sup>. Tichelaar's relentless commitment to training and racing this year has earned him 4 top 10 finishes and his showing at the World's secures his place alongside the best athletes in the sport of triathlon. SoLo's long-term and sustained energy provided Paul with the necessary fuel late in the race to be able to finish strong and secure his Olympic team position.

Paul will now gear up for the 2008 Summer Olympics in Beijing, where nutrition will play an important role, as sufficient fuel will be necessary for the rigorous training sessions and workouts leading up to the big event. SoLo's high performance nutrition will continue to provide Paul with the steady and consistent energy required to help get his team to the podium. Canada is a powerhouse in the sport of triathlon and is one of the toughest teams to make in the world. Led by 2000 Sydney Olympics Gold Medalist Simon Whitfield, the Canadian team looks destined for a medal, with Paul Tichelaar only heightening the odds of bringing home a victory.

*"In the sport of triathlon it is vital to have sustained energy throughout the race. SoLo bars have allowed me to find the necessary fuel at the end of races to give me a boost on the run. I need to know that I will be able to perform when needed; eating SoLo bars gives me that confidence and energy late in a race. Thanks SoLo",* said Paul Tichelaar, Triathlete: Ranked 7<sup>th</sup> in the world, 2<sup>nd</sup> in Canada.

Elite and "weekend warrior" athletes alike are realizing the benefits of great-tasting SoLo Bars. They trust that SoLo will keep them powered for longer - to get through a morning workout, training run or endurance event. SoLo's unique low glycemic design delivers energy slowly, as working muscles need it - while sparing precious energy reserves at the same time. The all-natural blend of ingredients provides balanced nutrition with slow-burning carbohydrates, protein, dietary fat and fiber – delivering energy slowly. This is the reason why SoLo is quickly becoming the #1 choice among bar users. 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, and hydrogenated oils or trans fats.

#### **About Solo GI Nutrition Inc.**

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](http://www.solo-gi.com) and [www.amazon.com](http://www.amazon.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. As a vertically integrated company, 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](http://www.solo-gi.com) or email [info@solo-gi.com](mailto: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](mailto:cpoirier@solo-gi.com).***

###