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SoLo Powered Olympians Set the Stage for Victory in Beijing

SoLo Powered Olympic Athletes Have Set the Stage for Victory at the 2008 Olympic Games in Beijing with Strong Performances and Focused Training Leading up to the big event. SoLo Bars Have Been an Essential Training Partner by Providing a Nutritional Advantage While Supplying Long-Lasting Energy, Enabling the Athletes to Push Beyond Their Personal Limits and Realize Their Olympic Dreams.

Edmonton, Alberta, Canada, August 19, 2008 – SoLo Bars have been a faithful training partner for the SoLo Powered athletes who are representing their countries at the 2008 Summer Olympics in Beijing. Megan Metcalfe and Paul Tichelaar, both Canadians, will represent Canada in the 5000m event and the Triathlon, and they couldn't be happier. These young athletes have both had the dream of going to the Olympics for as long as they can remember and are finally seeing that dream come true. Ironically, both will race on the same day, August 19th and SoLo will be cheering them on every step of the way. Megan and Paul are 2 of the 3 SoLo Powered athletes representing Canada and the US at the 2008 Olympic Games.

"The road to the Olympics has involved long bike rides, endless laps in the pool, and runs that have left me shaking. Through all of this, nutrition is vital to my success and I am assisted by SoLo energy bars. SoLo is the only bar that I have found with no sugar alcohols, allowing me to digest easily and feel great as I drive for the finish line – with gold on my mind!", said Paul Tichelaar.

"On August 19th I will line up for the women's 5km event with the best in the world at the 2008 Olympic Games. SoLo has been track-side with me this past year and aside from the great taste, the bars give me a boost of energy on long runs when my body naturally wants to slow down. SoLo will be making the trip with me to the Olympics.", said Megan Metcalfe.

Paul Tichelaar raced against the best in the world, achieving a top 10 finish at the World Triathlon Championships in Vancouver on June 8th. Tichelaar's relentless commitment to training and racing this year has earned him 4 top 10 finishes and his showing at the World's secured 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 obtain his Olympic team position. 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.

Megan Metcalfe cruised to victory in the Women's 5000m event at the Canadian Track and Field Championships on July 4th, winning her fourth straight national title. This, combined with her accumulation of successes leading up to the event allowed Megan to prove that she is an Olympian. In early 2008, Megan was the only competitor from North America to make the World Indoor Championships final, eventually finishing 12th but at the same time building confidence for her Olympic push. This summer the drive to be an Olympian took Megan to Europe, the United States and her home country of Canada; where she achieved the high national standards required to make the Olympic team.

SoLo Bars provide a nutritious addition to Megan and Paul's high performance diets and the lasting energy, great taste, and wholesome ingredients are the reasons why they love the bars. Having the correct fueling plan is paramount to achieving success and they rely on SoLo's Controlled Energy Response™ technology to help power them to victory, as do the other elite athletes and professional sports teams using SoLo. 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 precious energy reserves in the process. Athletes can trust that SoLo Bars will keep them powered for longer - to get through an endurance event or training run.

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.

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 and 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. 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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