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## **Company Profile**

**Solo GI Nutrition Inc.** 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.

**SoLo Bars** are the first Low GI nutrition bar line on the market as validated by University Researchers - to provide a reliable glycemic response, for a competitive edge each time a SoLo bar is consumed. **Solo Bars are scientifically formulated to provide sustained energy through Solo's "Controlled Energy Response™" technology.** SoLo bars have been developed over a ten year period - applying patent pending technology with the support of scientists at the University of Toronto, who are world leaders in glycemic research and testing. SoLo bars are formulated with a proprietary blend of ingredients that achieve a very low glycemic index (GI = 23 - 29) and glycemic load (GL = 5.1 - 6.4) rating, with an excellent nutritional balance of slow-release carbs, high quality proteins and healthy dietary fats. SoLo's high performance nutrition delivers long-term energy, allowing athletes and active individuals to perform at their best, over extended periods of time.

## SoLo Company Profile

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Aside from the strong science backing, SoLo is committed to developing only the best-tasting, highly palatable products; to ensure consumers will continue to enjoy and benefit from regular consumption of the bars. This was confirmed in recent independent consumer taste test results where **SoLo was preferred 88% of the time over PowerBar, and 72% over BalanceBar**. SoLo is also gaining significant traction over other popular energy and sport bars, where it is being consumed as the **bar of choice by more professional, collegiate and elite amateur athletes**; for the great taste, as well as the bar's ability to provide lasting and sustained energy during training and competition. To this point, 11 National Basketball Association (NBA) teams and 6 NCAA Collegiate Athletic Departments are using the bars, as are numerous elite amateur athletes in sport disciplines ranging from Track & Field and associated sports, to Ironman Triathlon and marathon-distance events.

***Mintel 2007 Nutrition and Energy Bar Report confirmed that Consumers are buying sports bars at a higher rate than any other bar niche.*** Forecast as the hottest growth segment, consumers are buying more sports bars for the taste, health and performance benefits, and convenience. SoLo outperforms the competition on all fronts, including taste - as confirmed in the recent taste test results where SoLo was preferred over the leading energy and nutrition bars. SoLo offers a great-tasting, nutritious and wholesome option for consumers looking to improve their health, diet and fitness performance.

Solo GI Nutrition Inc. is a wholly-owned subsidiary of New Era Nutrition (New Era), a leader in functional food research and development since its inception in 1992. New Era specializes in commercializing its proprietary and patent pending functional food, ingredient, formulation and manufacturing technologies. The company has developed a deep product pipeline, with several blockbuster products ready for near-term commercialization. New Era has a long history in the nutrition food industry, having developed successful products for such industry leaders as Balance Bar, Mannatech and Rexall Sundown.

Solo Power's High Performance web site [\*\*www.solo-gi.com\*\*](http://www.solo-gi.com) is designed to be the go-to source of information for athletes, fitness professionals, weekend warriors, media and health professionals who are interested in achieving their fitness and lifestyle goals.