

Nutrition 21's Nitric Oxide Boosting Ingredient Nitrosigine® is Now Powering Up C4 Ultimate® Shred from Cellucor®

PURCHASE, NEW YORK – August 23, 2018 – Nutrition 21, LLC (“**Nutrition 21**”), has announced that its clinically substantiated ingredient, Nitrosigine®, is now featured in Cellucor®'s C4 Ultimate® Shred, a new pre-workout supplement formulated to help consumers burn fat, increase lean mass, and get more out of every workout.

Nitrosigine, a patented dietary complex of bonded arginine silicate stabilized with inositol, is a uniquely versatile ingredient with clinically substantiated results that adds a wide array of benefits to Cellucor's C4 Ultimate Shred. Several studies have shown that Nitrosigine clinically enhances levels of both arginine and nitric oxide in the blood, and is a more bioavailable form of arginine. Additionally, recent clinical data on Nitrosigine has provided groundbreaking evidence demonstrating the ingredient's power to enhance mental flexibility, processing speed, executive functioning, mental focus and acuity.

Nitrosigine's clinical evidence supports increased, long-lasting bioavailability and enhanced performance, providing sports nutrition products a competitive edge. “Consumers should look for Cellucor®'s C4 Ultimate Shred, as well as the Nitrosigine logo on sports nutrition products to get more out of their workouts,” said Nutrition 21's Vice President of Sales, Todd Spear.

“When creating C4 products, it is our mission to make sure that every consumer has the pre-workout that fits their individual needs. Whether your fitness journey is a path towards building muscle, losing weight, or improving at your sport, Cellucor is committed to supporting you at every step,” added Greg Tetzlaff, Director of Global Product Training & Education at Nutrabolt, the parent company of the Cellucor brand. “What makes us excited to feature Nitrosigine in C4 Ultimate Shred is that the ingredient provides tremendous nitric oxide benefits, and our users love this effect. These benefits help consumers taking C4 Ultimate Shred take their workouts to the next level.”

Consumer benefits shown to be directly linked to Nitrosigine supplementation include:

- Boosts key factors for increasing blood flow[^]
- Significantly improves mental acuity and processing speed by 33% within 15 minutes
- Increases muscle volume[^]
- Reduces muscle damage from exercise
- Increases energy quickly and safely
- Provides a safe, bioavailable source of arginine and silicon
- Significantly increases silicon levels for up to 1.5 hours
- Significantly enhances blood arginine levels for up to 6 hours[^]

[^]Results compared to baseline

About Nitrosigine®

Nitrosigine is a patented complex of bonded arginine silicate with FDA New Dietary Ingredient (NDI) notification status and has been self-affirmed Generally Recognized As Safe (GRAS) at the level of 1,500 mg per day for use in nutritional bars and beverages. Nitrosigine is scientifically engineered to boost nitric oxide levels, which have been shown to be a key factor in generating greater blood flow and vasodilation in working muscles. The unique Nitrosigine complex bonds arginine and silicate – unlocking powerful synergistic effects that offer enhanced benefits. Nitrosigine is a safe, non-stimulant, effective ingredient that is easy to formulate into new and existing products for sports nutrition, men's health and cardiovascular health.

For more information, please visit: www.Nitrosigine.com

About Nutrition 21, LLC

Nutrition 21, a wholly owned subsidiary of JDS Therapeutics, is an industry-leading developer and marketer of efficacious, high-value, clinically substantiated ingredients for use in dietary supplements, medical foods, and beverages. With over 30 years of biotechnology and pharmaceutical experience, the company's scientific platform has continued to create unique, patented products that are both safe and clinically effective. To build consumer trust, Nutrition 21 ensures product efficacy and safety through a product development strategy that involves rigorous

Nutrition21

Ingredients. Science. Innovation.

FOR IMMEDIATE RELEASE

Media Contact:

Kyle White
Product Manager, Nutrition 21
914-701-4595
kwhite@Nutrition21.com

preclinical and clinical research. The company currently holds over 100 domestic and international issued and pending patents for its ingredients which support unique claims associated with glucose metabolism, weight management, cognition, and sports nutrition, among others.

Nutrition 21's branded ingredients include Velositol®, a dietary complex of amylopectin and chromium clinically shown to double the effects of whey protein and significantly increase muscle protein synthesis, the key to muscle growth, Nitrosigine®, a bonded arginine silicate clinically shown to significantly boost nitric oxide levels, supporting mental acuity, focus and sports nutrition, and Chromax®, a patented form of chromium picolinate that supports clinically substantiated benefits including glucose metabolism, weight management, and brain health.

For more information, please visit: www.Nutrition21.com

Contact Information:

Kyle White
Product Manager, Nutrition 21
914-701-4595
kwhite@Nutrition21.com

© 2018 Nutrition 21, LLC Chromax®, Nitrosigine®, and Velositol® are registered trademarks of Nutrition 21, LLC
END

Nutrition 21, LLC, 1 Manhattanville Road, Suite 104, Purchase, New York 10577-2197
Source: Nutrition 21, LLC. DRA1577082218