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**FOR IMMEDIATE RELEASE**

## **New Senior Leadership Announced for Nutrition 21, LLC**

*Nutrition 21, LLC Names Joe Weiss as President*

**PURCHASE, NY APRIL 26, 2016 – Nutrition 21, LLC**, a leading developer and marketer of efficacious, high-value, patented nutritional products whose health benefits are substantiated with clinical research, announced today that Joe Weiss has joined the Company as President. Mr. Weiss' top priorities will be to accelerate the company's growth with product innovation, science and branding.

Mr. Weiss is an accomplished leader who joins Nutrition 21 with a strong legacy in product and brand development in the nutritional supplement market. For the past six years he was Vice President of Corporate Brands at Vitamin Shoppe, Inc., a multi-channel specialty retailer and manufacturer of nutritional products and was responsible for product development, sourcing, quality and scientific and regulatory affairs. Previously Mr. Weiss was Senior Vice President of Merchandising at GNC.

"I look forward to working with our team to maximize the sales and consumer awareness of Nutrition 21's premier ingredients, Chromax<sup>®</sup> chromium picolinate, Nitrosigine<sup>®</sup> bonded arginine silicate and Velositol<sup>™</sup> amylopectin chromium complex; all patented, science-based ingredients that offer many validated benefits supporting metabolism, lean body mass, mental acuity and enhanced athletic performance. This is an exciting time to be joining Nutrition 21 and I will focus on expanding product development into new categories by leveraging the excellent reputation the Company has built in the nutrition industry," Mr. Weiss said.

Michael Satow, CEO of Nutrition 21 said, "Joe brings a wealth of experience to Nutrition 21 and we are immensely pleased to have him on board as President. I believe he is uniquely qualified to drive our business forward as we develop and commercialize important new ingredients for supplements, functional foods and beverages."

### **About Nutrition 21, LLC**

Nutrition 21 is a leader in the nutritional supplement industry. With many years of biotechnology and pharmaceutical experience, the Company's scientific platform has created unique, patented products that are

safe and clinically effective. Rigorous preclinical and clinical trials are a key part of its product development strategy to ensure product safety and consumer trust. Nutrition 21 currently holds over 100 domestic and international issued and pending patents for products. Many support unique claims associated with, among others, glucose metabolism, weight management, cognition, and sports nutrition.

The Company is a developer and marketer of efficacious, high-value, clinically substantiated ingredients for dietary supplements, medical foods and beverages. Nutrition 21's branded ingredients include: new Velositol™ amylopectin chromium complex, clinically shown to double the effects of whey protein -- significantly increasing muscle protein synthesis, the key to muscle growth; Chromax® chromium picolinate, with clinically substantiated benefits for glucose metabolism, weight management, and brain health; Nitrosigine® bonded arginine silicate, is clinically shown to significantly boost nitric oxide levels supporting mental acuity/focus and sports nutrition. Nitric oxide is a key factor in promoting the relaxation of smooth muscle in blood vessels, increasing blood flow to working muscles.

**For more information, please visit: [www.Nutrition21.com](http://www.Nutrition21.com)**

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