

Nutrition21

FOR IMMEDIATE RELEASE

NUTRITION 21, LLC ANNOUNCES NITROSIGINE® IS FEATURED IN CELLUCOR'S NEW C4® ULTIMATE PREWORKOUT SUPPLEMENT

*Nitrosigine is scientifically engineered to significantly boost nitric oxide (NO) levels**

PURCHASE, NEW YORK – January 31, 2017 – Nutrition 21, LLC (“**Nutrition 21**”) is proud to announce its clinically substantiated ingredient, Nitrosigine® is featured in C4® Ultimate, the newest member of the C4® Cellucor® family by NutraBolt™. C4® Ultimate is the most powerful C4 to ever hit supplement shelves. It's fully dosed with the ingredient, Nitrosigine and is designed to help you train longer, harder and better.* Nitrosigine is a patented complex of bonded arginine silicate stabilized with inositol that is scientifically engineered to significantly boost nitric oxide levels*, a key factor in promoting the relaxation of smooth muscle in blood vessels. Nitrosigine is shown to significantly boost key factors for increased blood flow.^

“Nutrition 21 is pleased to have Cellucor, an industry leader in sports nutrition supplementation recognize the exceptional value of our ingredient, Nitrosigine and formulate it into their newest workout product, C4® Ultimate. Nitrosigine clinical evidence supports long-lasting bioavailable benefits and enhanced performance, giving sport nutrition products a competitive edge. Consumers should look for C4® Ultimate and the Nitrosigine logo on sports nutrition products to get more out of their fitness training,” said Jim Kahn, Executive Director of Sales at Nutrition 21.

Nitrosigine is a uniquely versatile product that delivers results and is ideal for not just sports nutrition products, but also energy and mental acuity applications as well. Nitrosigine provides the benefits of arginine and silicon, with additional benefits from the unique combination.

Consumer benefits directly linked to Nitrosigine supplementation have been clinically substantiated, including:

- Nitrosigine boosts key factors for increasing blood flow*^
- Nitrosigine increases energy quickly and safely*
- Nitrosigine significantly improves mental acuity and focus*
- Nitrosigine increases muscle volume*^
- Nitrosigine reduces muscle damage from exercise*
- Nitrosigine is a safe, bioavailable source of arginine and silicon*
- Nitrosigine significantly enhances blood arginine levels for up to 6 hours*^
- Nitrosigine significantly increases silicon levels for up to 1.5 hours*

^Results compared to baseline

Media Note: For additional information or to schedule an interview, contact Media Relations, Inc. at 952-697-5220.

About Nitrosigine®

Nitrosigine, a patented complex of bonded arginine silicate with FDA New Dietary Ingredient (NDI) notification status; 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. The Nitrosigine complex bonds arginine and silicate – unlocking powerful synergistic effects. 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

Nutrition 21, LLC

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About Nutrition 21, LLC

Nutrition 21, a wholly owned subsidiary of JDS Therapeutics, 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: 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

About Cellucor

Cellucor is a premium sports nutrition and lifestyle brand that has built its reputation on getting results. Cellucor offers a range of supplements for muscle growth, weight loss, performance and recovery. Cellucor's mission is to create and inspire by providing high-quality products that help people achieve their fitness goals.

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

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*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease

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