

**Purchase, NY, November 6, 2012** – Michael Satow, President and CEO of Nutrition 21, LLC announced today that the company’s flagship product, Chromax® chromium, which is widely used in dietary supplements and foods, is now GRAS (generally recognized as safe) at the increased level of 2,000 mcg of chromium per day. An independent panel of experts approved the higher level of Chromax as GRAS after careful review of an extensive dossier of safety data that was compiled by Spherix Consulting, Inc., a pre-eminent science and regulatory consultant group.

“This new higher-level GRAS status now enables functional beverage and food manufacturers to utilize all of Chromax’s clinically supported claims. Chromax is the perfect nutrient to formulate into products positioned to address many of the health and lifestyle issues that are of increasing concern to the American population, such as weight management, food cravings, cognitive function, mood and support for healthy glucose metabolism” said James Komorowski, MS, CNS, VP Research & Development.

“Our research indicates that consumer demand continues to rise for truly functional food and beverage products. However, food companies have indicated that their product development options are limited by the scarcity of functional ingredients which are generally recognized as safe at levels supported by clinical study outcomes. Chromax, with its high level GRAS affirmation and clinically substantiated health benefits, is perfectly suited to address both consumer and food industry needs,” he concluded.

## About Nutrition 21

Nutrition 21 is a leading developer and marketer of nutritional products whose health benefits are substantiated by clinical research. The Company is the market leader in nutritional chromium, and currently holds over 100 domestic and international issued and pending patents for nutrition products.

For more information, visit [www.nutrition21.com](http://www.nutrition21.com)

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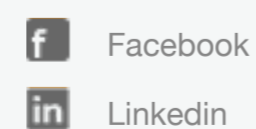
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### N21 Proudly Supports the Following Industry Associations



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