

PRESS RELEASE

For Immediate Release

Study Proves: Consumption of a phosphatidylserine containing functional food improves performance in golfers

Milwaukee, December 4, 2007 - - A study published today in the peer-reviewed Journal of the International Society of Sports Nutrition proves that the consumption of a phosphatidylserine containing functional food can improve performance in golfers.

The participation in physical activity often challenges a variety of physiological systems; consequently, the ability to maintain normal cellular function during activity can determine sporting performance. Previous clinical trials have proven that phosphatidylserine supplementation results in improved physical and mental stress resistance. These findings suggest that phosphatidylserine supplementation might be beneficial for sports demanding high levels of concentration and coordination such as the game of golf.

“The golf swing requires the interaction of the central nervous system and skeletal muscles as well as the correct combination of power, velocity and endurance” said Prof. Michael Weiß with the Department of Sport and Health of the University of Paderborn,



INCRENOVO LLC

2138 E Lafayette Pl
Milwaukee, WI 53202
info@increnova.com

Contact:

Dr. Martin Purpura
Phone: (414) 434-9324
martin.purpura@increnova.com



CHEMI NUTRA INC.

4463 White Bear Pkwy, Ste 105
White Bear Lake, MN 55110
info@cheminutra.com

Contact:

Julie Montzka
Phone: (866) 907-0400
jmontzka@cheminutra.com

one of the study's investigators. "The golf swing is a complex motion and especially teeing off and putting creates high levels of tension" he continued.

In a gold standard clinical trial (randomized, placebo-controlled, double-blind) twenty golfers with handicaps between 15 and 40 had to tee-off 20 times in 15-second intervals and were asked to hit a target at a distance of 135 meters. After the pre-test, the golfers consumed one IQ PLUS™ BAR containing 200 mg phosphatidylserine per day and repeated the test after 6 weeks. As a result, golfers consuming the IQ PLUS™ BAR had lower levels of perceived stress and significantly improved the number of good ball flights during tee-off which might result in an improved handicap.

"For the first time, a functional food was used as study material in a nutritional intervention study on golf performance" said Dr. Martin Purpura, Managing Member of Incredovo LLC and co-author of the study. "This clearly differentiates the IQ PLUS™ BAR from other products that are marketed for golfers". Additionally, Scott Hagerman, president of Chemi Nutra, sponsor of the study's publication and leader in the production of phosphatidylserine said, "It is well known that phosphatidylserine benefits mental capabilities as well as improve exercise performance, and this study adds to the existing body of science".

Please visit the website of the Journal of the International Society of Sport Nutrition at www.jissn.com/content/4/1/23 to access the original publication.

Editors Note: For samples or product pictures or to arrange interviews, please contact Dr. Martin Purpura, Incredovo LLC, (414) 434-9324 or via email at martin.purpura@incredovo.com.

###

About Inrenovo LLC

Inrenovo LLC is an independent consulting company for the dietary supplement, food, beverage and cosmetic industry. Inrenovo LLC is based in Milwaukee, Wisconsin and was founded in 2007. Inrenovo LLC is dedicated to scientifically proven, patent protected, premium ingredients and functional products.

About Chemi Nutra, Inc.

Chemi Nutra is one of the US business units of parent company Chemi S.p.A., a privately held pharmaceutical and nutraceutical company based in Milan, Italy. Chemi, with cGMP certified manufacturing facilities in Italy and Brazil, is best known in the US nutritional arena for its introduction of phosphatidylserine (PS) and alpha-glyceryl phosphoryl choline (A-GPC) specialty cognitive enhancing nutritional ingredients.