

NEWS RELEASE

For Immediate Release:

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Contact: Chase Hagerman
866.907.0400 or 651.407.0400
Chase@cheminutra.com

Chemi Nutra Sponsorship of Austin Jahr's 2013 Quarter Midget Racing Association Season

White Bear Lake, MN – Chemi Nutra is proud to announce a sponsorship of Minnesota Quarter Midget Racing Association (MQMRA) racer, Austin Jahr.

MQMRA is one of the oldest youth automotive racing series in the country and often acts as a gateway to higher forms of car racing. Racers between the ages of five and sixteen years old



Chemi Nutra

4463 White Bear Parkway • Suite 105 • White Bear Lake, MN 55110
Phone: 651.407.0400 • Fax: 651.407.0509



battle it out on banked, oval tracks that measure 1/20th of a mile in length. The cars are purpose built race cars, built to one quarter the size of the full-sized midget cars. A roll cage protects the single occupant as they travel upwards of 30 miles per hour in pursuit of the checkered flag.

“We are incredibly proud to be sponsoring Austin. The 2013 season is Austin’s sophomore year of racing in MQMRA; with the 2012 racing year showing impressive finishes we have been excited to watch Austin grow his skills this season.” Scott Hagerman, President & CEO of Chemi Nutra states.

Scott continues, “The car is branded with Chemi Nutra’s SerinAid[®] PhosphatidylSerine (PS) brand. The SerinAid[®] brand correlates very well with the activity of racing as it is very much a sport of physical and mental endurance and concentration; two areas PhosphatidylSerine (PS) excel at improving. Motorsports are a prevalent sponsorship avenue for mainstream energy drinks and energy products. However, these marketing practices are beginning to come under fire as they contain stimulant ingredients which may be harmful to children and individuals who are sensitive to caffeine. SerinAid[®] PhosphatidylSerine (PS) is very much a safe alternative to these products and can even be administered safely to youth and people of all ages.”

Chemi Nutra is the US business unit 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), the popular dietary supplement which has been granted two qualified health claims by the FDA, and is used to enhance learning, memory, concentration, exercise performance, and youthful wellbeing.

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