NEWS RELEASE

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Chemi Nutra Hires Sales Manager

Austin, TX – Chemi Nutra, is proud to announce that Alfredo (Al) Reyna has joined the company as Sales Manager, effective today. In this new position, Al will be responsible for developing and growing U.S. and global business relationships with existing and new companies and customers, by offering Chemi Nutra’s novel, patented, research validated, specialty ingredients, that offer science based health benefits for men, woman, and children. Chemi Nutra’s branded, highest quality, specialty ingredients are widely used in dietary supplements, sports nutrition, men’s and women’s health, functional beverages and shots, medical foods, and pet nutrition.

Al comes from the health and hospice field, employed last with Brookdale Home Health and Hospice, in various field coordinator positions, where he met with medical staff and facility coordinators to design hospice and medical care programs for in-need patients and families. Al saw firsthand that alternative, complimentary, and nutritional supplement intervention played an increasing role in this health sector. Al possesses a Bachelor of Arts degree in Kinesiology from St. Edwards University, Austin, TX, and has devoted his life to health and fitness, as evidenced by the fact that he spent time as a baseball coach and recruiter after college, and works diligently in pursuit of sound nutrition and exercise practices.

“By utilizing his professional sales and marketing experience, and his strong personal dedication to health, nutrition, and fitness, Al will be a valuable addition to our technical sales and marketing activities at Chemi Nutra. Al’s focus will be to offer our novel, science supported, customer profit and growth focused, formulation and marketing concepts to our valued customers”, said Scott Hagerman, president of Chemi Nutra.

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 its own cGMP certified manufacturing facilities, is best known in the global nutritional arena for its introduction of SerinAid® PhosphatidylSerine (PS) and AlphaSize® Alpha-Glyceryl Phosphoryl Choline (A-GPC), widely used, patented, health benefiting dietary supplement ingredient compounds used to enhance learning, memory, and concentration, exercise performance, power output, youthful wellbeing, and to reduce stress.

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