

April 8, 2002

Memorandum

To: Sports Nutrition Manufacturers, Marketers, Retailers, and Customers
From: Chemi Nutraceuticals, Inc.
Subject: New Product Introduction: Water-Soluble Alpha-GPC

AlphaSize™ 50WSP

Chemi Nutraceuticals announces the introduction of **AlphaSize™ 50WSP Alpha-Glycerol Phosphoryl Choline (A-GPC)**, a newly formulated and completely water soluble A-GPC for use in all dry powdered and liquid nutritional supplement formulations. Chemi first became involved in the production of A-GPC in the mid-1980's, and today is a world leader in the manufacture of this specialty compound. As a technology driven company that continues to invest significantly in research, technology development, and commercial production, Chemi is committed to the highest quality, safety, and efficacy standards.

The "Next Frontier" And A-GPC

Success in the sports nutrition marketplace depends on formulation innovativeness, proper positioning, effective benefit communication, and correct timing of product introductions. But what is the "Next Frontier"? Currently, sports nutritionals fall into several distinctive categories – creatine, protein-based foods, thermogenics, protein/carbohydrate recovery foods, and prohormones. Unfortunately, most, if not all of these categories are extremely competitive, and thus the products are easily replaceable, from a buyer's perspective. Hence, the search continues for other new and exciting sports nutritional categories that offer greater excitement and greater sales opportunities.

One of the newest and most exciting categories is the "HGH secretagogue" segment, which today is still largely untapped. Enter A-GPC, which has been shown to naturally increase the secretion of human growth hormone (HGH), and thus offers a unique health benefit that distinguishes it from other hGH secretagogues that lack supporting science. A-GPC is considered a very potent choline donor, which is the primary building block for acetylcholine, a major neurotransmitter of the central nervous system. When a declining choline level becomes a limiting factor in the synthesis of acetylcholine, which can occur during exercise and other stressful activities, peak physical and mental performance can be affected.

A-GPC has been shown to potentiate the secretion of HGH, a master hormone that in part regulates basal metabolism and hence body composition. Since the intrinsic release of HGH declines significantly after adolescence, manifestations are seen as diminished resistance to illness, vitality, and recovery, losses in muscle mass, increases in fat mass, and negative changes in sleep patterns. Increasing HGH through nutritional supplementation truly is the "Next Frontier" in sports nutrition.

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AlphaSize™

Chemi Nutraceuticals is proud to introduce the following **AlphaSize™** specialty A-GPC products to the sports nutrition and nutritional supplement industries:

AlphaSize™ 50WSP -- a water-soluble powdered compound containing a concentration of 50% A-GPC, especially suited for powdered mixes, drinks, bars, and other nutritional supplement and functional food formulations.

AlphaSize™ 50P -- a powdered compound containing a concentration of 50% A-GPC, especially suited for tablets, hard-shell capsules, and other nutritional supplement and functional food formulations.

AlphaSize™ 85F -- a pure fluid compound containing a concentration of 85% A-GPC, especially suited for liquid beverages, powdered mixes, bars, and other nutritional supplement and functional food formulations.

If You Need Additional Information

If you have questions or comments concerning **AlphaSize™ 50WSP Alpha-Glycerol Phosphoryl Choline (A-GPC)**, other A-GPC products in the AlphaSize™ family, or other Chemi Nutraceuticals specialty ingredient products for sports nutrition applications, please feel free to contact Chemi Nutraceuticals. If you need literature, samples, or formulation assistance, simply ask the experts. We will assist you with our broad industry knowledge, thorough applications expertise, and vast marketing know how.