

FOR IMMEDIATE RELEASE

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SoLo Bars: The Winning Formula for Elite Athletes

SoLo Power: The Natural Energy Source for Sport™ has become the preferred energy source for optimum performance by professional sports teams and world class athletes. With Endorsements by Numerous Elite Athletes, SoLo's Ability to Provide Lasting Energy over the Long Haul, its Great Taste, Nutrition and Convenience, Consumers Keep Coming Back for More!

Edmonton, Alberta, Canada, May 1, 2008 - Professional, world-class, and collegiate athletes are using SoLo Bars as their preferred fuel choice for long-term, controlled energy. The list includes Olympic-level athletes, world-class endurance athletes, NCAA athletic programs, Major League Baseball (MLB) teams, National Hockey League (NHL) teams, and National Basketball Association (NBA) teams. The athletes are won over by the great taste and the trainers love the results, powered by SoLo's Controlled Energy Response Technology™ that has been validated by leading University researchers. SoLo's high performance nutrition delivers a slow and steady release of fuel; providing lasting energy, enhanced endurance and consistent results - allowing athletes to perform at their best, over extended periods of time.

"SoLo has given our team an advantage. Our players eat them before games and at halftime to give them sustained energy for four quarters of NBA basketball and the ability to perform in the later stages of the game. The beneficial ingredients provide optimal health in training and recovery; not to mention they taste great", said Joe Rogowski, Strength and Conditioning Trainer for the NBA's Orlando Magic.

Elite and "weekend warrior" athletes alike are realizing the benefits of great-tasting SoLo Bars. They trust that SoLo will keep them powered for longer - to get through a morning workout, training run or endurance event. SoLo's unique design delivers energy slowly, as working muscles need it - while sparing precious energy reserves at the same time. The all-natural blend of ingredients provides balanced nutrition with slow-burning carbohydrates, protein, dietary fat and fiber – delivering energy slowly. This is the reason why SoLo is quickly becoming the #1 choice among bar users. Available in five great-tasting flavors (Chocolate Charger, Peanut Power, Berry Bliss, Lemon Lift and Mint Mania), SoLo Bars provide 11-13 grams of protein, 24 vitamins & minerals, antioxidants for cell recovery, and a good source of fiber – all without the use of sugar alcohols, artificial sweeteners, artificial flavors or colors, and hydrogenated oils or trans fats.

Consumers are Buying Sports Bars at a higher rate than any other bar niche. Forecast as the hottest growth segment, consumers are buying more sports bars for the taste, health and performance benefits, and convenience (source: Mintel 2007 Nutrition and Energy Bar Report). SoLo outperforms the competition on all fronts, including taste - as confirmed in an independent taste test where consumers preferred SoLo 88% of the time over PowerBar, and 72% of the time over Balance Bar. SoLo offers a great-tasting, nutritious and wholesome option for consumers looking to improve their health, diet AND their race pace!

About Solo GI Nutrition Inc.

SoLo Bars are available at Whole Foods Markets, leading natural food stores, fitness centers, bike shops, outdoor shops and online at www.solo-gi.com. Solo is committed to developing great tasting products that offer superior food choices to make it easy for consumers to achieve personal goals in physical pursuits and healthy living without sacrificing eating pleasure. As a vertically integrated company, Solo applies its proprietary, patent-pending technology to develop all natural and great tasting food products to enhance performance and promote optimal health. For more information on SoLo Powered nutrition visit SoLo's Website at www.solo-gi.com or email info@solo-gi.com.

For more information or to request a photograph or samples, please contact Carla Poirier at (780) 908-0087 or cpoirier@solo-gi.com.

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