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LABRECHE ADDS BIOENERGY, INC. TO ROSTER OF PUBLIC RELATIONS CLIENTS

MINNEAPOLIS (Aug. 10, 2010) – Independent brand communications company LaBreche announced today that Bioenergy, Inc., an integrated life science company specializing in the development and commercialization of D-Ribose for health and wellness, has enlisted the agency for public relations services.

LaBreche will lead PR initiatives for Bioenergy, Inc. and its products, which restore energy and improve the body's response to metabolic stress using ribose. Ribose helps to regenerate energy when tissues are stressed, such as in cardiovascular diseases, or for healthy people, provides needed energy reflected in less fatigue and greater exercise performance and recovery.

Bioenergy, Inc. develops and commercializes various ribose-based products from nutraceuticals to medical foods to pharmaceuticals. The company's pharmaceutical division centers on the use of ribose in chronic diseases, such as heart disease, and its cutting-edge cell technology solutions are designed to improve transfusable blood products.

About LaBreche

LaBreche is an independently owned brand communications company that builds, manages, and protects brands of category leaders. Founded in 1990, LaBreche provides brand development, public relations, interactive, and design services. Based in Minneapolis, LaBreche has a client portfolio that spans markets on a local, national, and global level. For more information, visit www.labreche.com.

About Bioenergy, Inc.

Bioenergy, Inc. is a privately held, Minneapolis-based life sciences company whose core technology lies in the development and commercialization of products based on the physiological benefits of D-ribose in health and wellness. For more information, visit www.bioenergy.com.

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