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ENERGY! THE NEW WATCHWORD IN SPORTS NUTRITION AND EVERYDAY WELLNESS
Bioenergy Life Science's D-ribose leads the pack as the sustainable energy drink ingredient

MINNEAPOLIS, MN, April 2, 2008—Soda and bottled water used to rule, but today a variety of energy drinks are muscling their way onto store shelves around the country. Yet with so many brands crowding that space consumers are confused and overwhelmed. But one ingredient—a unique, five-carbon sugar called D-ribose—is showing up in more and more products and categories. In fact, over 200 products now contain this powerhouse ingredient.

D-ribose, found in Glaceau Vitamin Water, SoBe Life Water, and Snapple Antioxidant Water just to name a few, is a naturally occurring monosaccharide the body uses to stimulate the synthesis of adenosine triphosphate (ATP), an essential energy compound. ATP is critical to health and maintaining normal energy-dependent body functions. Ribose is the essential component in the making of ATP.

Although ribose is made naturally inside the body, its production is slow and limited by several enzymes that are in short supply in heart and muscle cells. Normally, this is not a problem except when hearts or muscles are challenged by the stress of exercise or lack of oxygen due to cardiovascular disease, circulatory disorders, chronic fatigue syndrome or fibromyalgia. If the energy metabolism process isn't working properly, it drains energy reserves and depletes the cellular energy pool. This frequently leads to pain, soreness, stiffness and an overall feeling of fatigue. Supplementing these stressed cells with D-ribose restores cellular energy.

According to Mintel, a market research firm in Chicago, the energy drinks market reached more than \$3.2 billion in 2006. Mintel also reports that age plays a significant role in the consumption of energy drinks. In fact, Mintel estimates that in 2006, 9.9 million adults aged 18-24 were likely to consume energy drinks. Energy drink consumption by teenagers is growing, too. In addition, teens are likely to consume nearly five glasses of energy drinks per month, exhibiting an 11% higher consumption rate than adults in 2006.

"With the explosion of the energy drink category, it's more important than ever that consumers know how to make wise choices when making their selections," says Kathy Lund, vice president, marketing and sales for the ribose ingredient division at Bioenergy Life Science, Inc., the maker of D-ribose. "There's a growing trend toward daily consumption of drinks as an additional source of energy and the ones that contain ribose, which has been scientifically proven to restore the body's energy pools, are likely to give consumers more of what they need."

Bioenergy Life Science, Inc. (<http://www.bioenergy.com>) 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.

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