



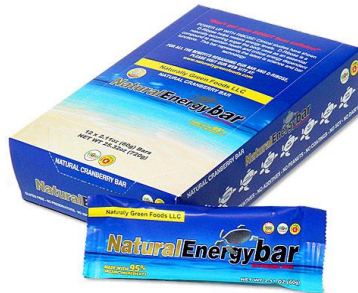
**2010 EXHIBITOR**

**Press Release**  
For Immediate Release

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## 8,000 Cyclists Riding in Iowa's 38th Annual RAGBRAI Keep Energized With Natural Energy Bars Powered By Bioenergy Ribose from Bioenergy Life Sciences

Patented Bioactive Bioenergy Ribose is Clinically Proven to Increase Power and Endurance And Provide People with Active Lifestyles and Professional Athletes with a Natural Energy Boost

**DES MOINES, IA – JULY 20, 2010** – On July 25, 2010 over 8,000 bicyclists will depart from Sioux City, Iowa to participate in RAGBRAI, an annual event organizers describe as “the oldest, largest and longest bicycle touring event in the world”. By the time the cyclists complete the non-competitive ride in Dubuque some 442 miles and seven days later, they'll have quenched their thirst with hundreds of thousands of gallons of water, eaten countless salads, sandwiches, apples, oranges and bananas and devoured thousands of Natural Energy Bar courtesy of Naturally Green Foods.

What many of the riders in the 38th edition of the 'Register's Annual Great Bicycle Ride Across Iowa' may not know is that the pleasant energy boost and feeling of rejuvenation some will notice after enjoying a Natural Energy Bar is due to Bioenergy Ribose ([www.bioenergy.com](http://www.bioenergy.com)), a naturally-occurring essential compound developed by Bioenergy Life Science, an innovator of nutritional products for the maintenance of a healthy energy metabolism in active people. Naturally Green Foods ([www.naturallygreenfoods.com](http://www.naturallygreenfoods.com)), a Michigan-based producer of Natural Energy Bars includes Bioenergy Ribose in their bar to help fight fatigue, offset the effects of aging, increase physical performance and overcome the pain and soreness resulting from muscle overexertion.



“We created our Natural Energy Bar as a scientifically proven, all-natural method to restore health and vitality to the body's core energy supply and Bioenergy Ribose is the active ingredient that makes it all possible,” says Fred Leiter, president of Naturally Green Foods. “Just as Bioenergy Ribose by Bioenergy gives athletes a competitive advantage on the playing field, it also makes our energy bars a better choice for consumers looking for that extra edge not found in other ordinary health foods and supplements.”

Organized and publicized by The Des Moines Register newspaper, RAGBRAI draws riders from all 50 states and several nations around the world as a “rolling celebration” of the joys of bicycling, physical fitness and the scenic beauty of the Iowa countryside. Although a sizeable percentage of the 8,000 participants are hobbyists and not competitive cyclists – the event bills itself as a “ride” not a “race” – the pace is grueling, averaging 60 to 80 miles per day. Keeping the cyclists hydrated and properly fortified with foods rich in nutrients and complex carbohydrates to fuel their bodies is a full-time job requiring an army of volunteers.

This year, extra energy-boosting help has arrived in the personage of Fred Leiter, president of Naturally Green Foods and Dan Murray, Partner of XSTO, Bioenergy's Sales and Marketing Agent for Bioenergy Ribose. The duo will be travelling the entire RAGBRAI route delivering boxes of Natural Energy Bars packed with Bioenergy Ribose to enthusiastic but energy-depleted cyclists.

“During the long hours of cycling, the riders will be draining their energy pools, a condition that normally takes a long time to restore,” comments Mr. Murray, an avid cyclist himself and a four-time RAGBRAI participant. “With Bioenergy Ribose, their energy levels can be elevated naturally, without the artificially induced stimulant and resulting crash caused by sugar-laden sports drinks and energy supplements. Unlike many laboratory-produced supplements that you would never find in organic foods rich in vitamins and minerals, Ribose is a naturally-occurring substance already present in the body.”

Certified as “generally recognized as safe” (GRAS) by the U.S. Food and Drug Administration and clinically proven to be effective, Bioenergy Ribose is a bioactive ingredient that energizes functional foods, beverages and nutraceuticals by supporting what researchers call the “energy currency” of the cell. Scientifically formulated from D-ribose, one of the vital structural backbones of cellular compounds called purines and pyrimidines, patented Bioenergy Ribose is a five-carbon monosaccharide, making it an ideal carbohydrate to use in food and beverage formulation.

“Stress on muscles, joints and tissues resulting from strenuous activities such as cycling deplete the body of an adequate supply of the building blocks needed to form major cellular genetic material,” says Kathy Lund, Vice President of Sales and Marketing for Bioenergy Life Science, Inc.'s Ingredients Division. “We're delighted that our natural foods partner Naturally Green Foods is bringing their delicious and Natural Energy Bars with Bioenergy Ribose to RAGBRAI this year. Our mission is to introduce the health and vitality benefits of Bioenergy Ribose to the mainstream food and beverage market and reach serious athletes and active people everywhere.”



### **About RAGBRAI**

RAGBRAI®, **The Register's Annual Great Bicycle Ride Across Iowa®**, is an annual seven-day bicycle ride across the state planned and coordinated by The Des Moines Register newspaper. Heading into its 38th year and averaging 472 miles in length, RAGBRAI is the oldest, largest and longest bicycle touring event in the world. This rolling celebration of Iowa attracts participants from all 50 states and many foreign countries. RAGBRAI is a bicycle ride, not a race. It started in 1973 as a six-day ride across the state of Iowa by two Des Moines Register columnists who invited a few friends along. It is held the last full week in July and starts along Iowa's western border on the Missouri River, ending along the eastern border on the Mississippi River. For more information, visit [www.ragbrai.com](http://www.ragbrai.com)

### **About Naturally Green Foods, LLC**

Naturally Green Foods, LLC is a Michigan based marketer and producer of all natural certified Organic Nutritional Energy Bars enriched with **Bioenergy RIBOSE™**. Products are designed to deliver an all natural method of energy boosting supplemental products to improve lives by restoring health and vitality to the body's core energy supply. Naturally Green Foods products provide a natural and safe method for health conscious individuals and athletes to fight fatigue, help offset the effects of aging, increase physical performance, overcome the pain and soreness resulting from muscle overexertion and energy drain, or simply to add energy to active lifestyle. For more information visit [www.naturallygreenfoods.com](http://www.naturallygreenfoods.com)

### **About Bioenergy Life Science, Inc. ([www.bioenergy.com](http://www.bioenergy.com))**

Bioenergy Life Science, Inc. — THE RIBOSE COMPANY™ —has achieved GRAS (Generally Recognized as Safe) status for Bioenergy Ribose from the U.S. Food and Drug Administration. The privately held, Minneapolis-based life sciences company has amassed a large body of scientific literature on the uses of ribose for people across all age and health categories. Bioenergy has more than 10,000 customers for its proprietary Corvalen® family of products, and millions worldwide use Bioenergy Ribose in leading functional foods such as energy bars and beverages. Currently, Bioenergy Ribose is included as an ingredient in hundreds of products worldwide. The company's core technology lies in the development and commercialization of products based on the physiological benefits of Bioenergy Ribose for health and wellness.

For more information about Bioenergy Ribose, call (866) 4RIBOSE or visit [www.bioenergy.com](http://www.bioenergy.com). For media related inquiries, contact Tina Samson of Christie Communications at (805) 969-3744 or [tsamson@christiecomm.com](mailto:tsamson@christiecomm.com).

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