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First Endurance Launches Multi-V

SALT LAKE CITY, Utah – Wednesday, September 21, 2005 -- First Endurance continues to lead the endurance nutrition category by introducing Multi-V, the first multivitamin that's clinically proven to improve endurance. This unparalleled formulation contains clinically effective doses of Carbogen®, ORAC tested antioxidants, Ginkgo Biloba, Green Tea extract and endurance-specific vitamins and minerals. Multi-V is the only multivitamin that contains Carbogen. This patented enzyme blend has been shown in clinical studies to improve carbohydrate utilization, and significantly delay muscle exhaustion.

Multi-V combines the latest technology with the demands and desires of the First Endurance athletes. Dozens of the world's best cyclists, triathletes, cross-country skiers, runners and swimmers collaborated with First Endurance scientists to help define and develop Multi-V. "Without this dynamic collaboration, our Research and Development team would never have been able to develop such a unique and superior product" notes Robert Kunz, VP Research & Development at First Endurance. Some of the athletes that helped develop Multi-V:

Cyclists:

Levi Leipheimer (Gerolsteiner)- 1st 2005 Tour of Germany, 6th 2005 Tour de France
Kimberly Baldwin (T-Mobile)- 1st 2005 Tour of the Gila, 4-time National Champion
Brook Ourada (T-Mobile)
Jackson Stewart (Kodak Gallery/Sierra Nevada)
Russell Hamby (Kodak Gallery/Sierra Nevada)
Burke Swindlehurst (Seasilver) 1st 2005 Tour of the Gila, 1st 2005 Nevada City Classic
Ina Teutenberg (T-Mobile)- 10-time German National Champion
Chris McGovern (Alan Cyclocross Team)
Tina Pic- (Quark) 4-time USPRO Criterium Champion
Kristen Armstrong (T-Mobile)- Current US TT Champion, 2005 Bronze Worlds TT
Ben Jacques-Maynes- (Kodak Gallery/Sierra Nevada)
Freddie Rodriguez (Lotto)- 3-time USPRO Criterium Champion
Jeff Louder (Navigators)- 3rd 2005 Cascade Classic, 2nd 2005 National TT Championship

Triathletes:

Michael Lovato- Ironman Champion
Peter Kotland- Ironman Champion
Heather Gollnick- Ironman Champion
Josiah Middaugh-US Pro Champion
Jamie Whitmore- US Pro and Xterra Champion
Bryan Rhodes- Ironman Champion
Tom Jeffery- Duathlon Champion
Heather Haviland-2004 Triathlete of the Year



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Runners:

Karl Meltzer- Ultra Running Champion
Hal Koerner- Ultra Running Champion
Krissy Sybrowsky- Ultra Running Champion
Kathy Tibbets- Ultra Running Champion
Ian Torrence- Ultra Running Champion
Annette Bednosky- Ultra Running Champion

Cross-Country Skiers:

Lars Flora-Subaru Factory Team

Olympic Swimmers:

Randall Bal- American Record Holder
Jason Lezak-American Record Holder

Athlete Feedback:

"First Endurance continues to set the standard with the new Multi-V. It has everything I look for in a multi vitamin and more. Multi-V assures me that I am getting the nutrients I need to train at full-capacity."

Levi Leipheimer (Gerolsteiner Professional Cycling Team)

"I'm very impressed with Multi-V. I began taking it simultaneously with the beginning of my biggest, most demanding block of training for Hawaii Ironman. My recovery has been excellent. I find myself quite eager to train on a day-to-day basis Multi-V has kept me feeling surprisingly good during a time when motivation can often dip and the threat of getting sick is at it's peak. I am confident Multi-V will help me get through my toughest, most important block of training healthy and ready to race in Kona."

Michael Lovato (Ironman Champion)

"With Multi-V, I notice an increase in my ability to work hard while remaining at a lower heart rate." Ben Jacques Maynes (Kodak Gallery/Sierra Nevada Professional Cycling Team)

"I feel stronger and better recovered after a few days on Multi-V."

Healthier Gollnick (3X Ironman Champion)

"I feel tons better after a week on Multi-v. I would definitely use this product as my daily multivitamin. And I love the fact that it contains iron."

Tina Pic (4-time USPRO Criterium Champion)



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About First Endurance:

First Endurance was started by two racing fanatics (a cyclist and a triathlete) with a healthy obsession for sports nutrition. The idea was simple. Give endurance athletes access to formulas that are developed for one specific reason-to maximize endurance performance. First Endurance is committed to using only the highest-quality ingredients and uses the latest scientifically validated, technological advancements.

First Endurance proudly sponsors Levi Leipheimer, Fred Rodriguez (3-time USPRO Champion), Tina Pic (4-time Pro Criterium Champion) the Navigators, T-Mobile, Kodak Gallery/Sierra Nevada and Victory professional cycling teams, the Subaru Factory XC Team and the Montrail Running Team. In addition, First Endurance sponsors professional triathletes Jamie Whitmore (current XTERRA World Champion), Heather Gollnick, Michael Lovato, Josiah Middaugh and various other endurance athletes.

For more information, please contact 1-800-879-3745 or email sales@triarco.com.

