



PRESS RELEASE
FOR IMMEDIATE RELEASE

Klean Athlete® Introduces KLEAN OMEGA™ NSF Certified for Sport® Fish Oil

Unique high-potency triglyceride supplement in a sea of fish oil products aimed at athletes

PITTSBURGH, Pa., December 3, 2013 – [Klean Athlete®](#), a line [NSF Certified for Sport®](#) nutritional supplements for athletes announces today that it is expanding its product offering with the addition of KLEAN OMEGA™, a supplement designed to provide essential omega-3 fatty acids from clean, pure fish oil to support the cardiovascular, neurological and joint health of athletes who want to reach peak performance through optimal health.†

“KLEAN OMEGA™ is an essential addition to the Klean Athlete® line,” says Andrew Halpner, PhD, Head of Klean Athlete R&D. “Klean Omega™ is one of the very few fish oil products on the market that is NSF Certified for Sport®, and is to our knowledge the most potent Triglyceride EPA and DHA sport formula available in a convenient single soft gel.” Unlike most other fish oils, KLEAN OMEGA™ is also a bovine-free product by using a unique fish oil gelatin soft gel from tilapia.

KLEAN OMEGA™ high-potency fish oil may assist in the normal recovery of inflammation after vigorous exercise, promote healthy joints, and support proper breathing and lung capacity in active athletes.”†

In a study published in the *Journal of the International Society of Sports Nutrition*, researchers found that participants taking fish oil for six weeks increased lean muscle mass and reduced fat mass. In other studies, omega-3 fatty acids have also been shown to promote better oxygen delivery during exercise, help remove lactic acid from the body, and improve reaction time in athletes by supporting the central nervous system.†

Like the rest of the Klean Athlete® line of products, KLEAN OMEGA™ recently underwent a meticulous testing and verification process to receive the esteemed NSF Certified for Sport® certification, which ensures that it is free of banned substances. Recognized by major sports organizations including the NFL, MLB, NHL and PGA, the NSF Certified for Sport® program was developed in response to the concerns of athletes, coaches, team owners and others about finding banned substances in sports nutrition products.

KLEAN OMEGA™ joins the existing eight Klean Athlete® supplements including: [Klean Multivitamin™](#), [Klean Antioxidants™](#), [Klean Cognitive™](#), [Klean Probiotic™](#), [Klean Isolate™](#), [Klean Electrolytes™](#), [Klean Endurance™](#) and [Klean-D™](#).

Douglas Laboratories® maintains outstanding quality control from start-to-finish for Klean Athlete® ingredients and products. They are one of the few supplement providers who control manufacturing, packaging and distribution, thus ensuring that the highest quality product reaches every athlete.

To learn more about KLEAN OMEGA™ and the full line of Klean Athlete® nutritional supplements, please visit www.kleanathlete.com.

† *These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.*

ABOUT KLEAN ATHLETE®

The [Klean Athlete®](#) NSF Certified for Sport® supplements were designed to maintain the healthy lifestyle and promote peak performance of athletes, from the weekend warrior to the amateur and professional competitor. This line of certified nutritional supplements is backed by more than 50 years of science, dedicated research and manufacturing excellence. Klean Athlete® will be available through licensed healthcare professionals as well as qualified coaches, trainers, and registered customers at www.kleanathlete.com.

ABOUT NSF®

Klean Athlete® is tested and certified by the NSF Certified for Sport® program (www.nfsport.com) part of [NSF International's Health Sciences Division](#).

This growing division offers training and education, consulting, GMP and GLP testing, certification, R&D and auditing for the dietary supplement, pharmaceutical and medical device industries throughout the entire product lifecycle. The Health Sciences Division includes NSF's prestigious Dietary Supplements Certification Program. NSF International developed the only American National Standard for Dietary Supplements (NSF/ANSI 173) and tests and certifies supplements against this standard. NSF's Health Science Division operates globally throughout North America, Europe, the Middle East, Africa, Asia and Latin America. For more information visit www.nfsport.com.

ABOUT ATRIUM INNOVATIONS

[Atrium Innovations Inc.](#) (TSX: ATB) is a globally-recognized leader in the development, manufacturing, and commercialization of innovative, science-based natural health products which are distributed in more than 35 countries. The Company owns healthcare practitioner and specialized retail product brands that are at the forefront of science, innovation and education. Atrium has over 1,300 employees and operates seven manufacturing facilities with current Good Manufacturing Practices. Additional information is available at www.atrium-innovations.com.

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