

PRESS RELEASE

FOR IMMEDIATE RELEASE

Douglas Laboratories® Unveils Two New, Unique Joint, Tendon, Ligament™ Formulas Formulas Developed in Collaboration with Dr. Martin Gallagher, M.D., D.C.

PITTSBURGH, Pa., April 16, 2013 – <u>Douglas Laboratories®</u>, the trusted choice of healthcare professionals for superior quality, science-based nutritional supplements for more than 50 years, is proud to introduce two new products, <u>Joint, Tendon, Ligament™ I</u> and <u>Joint, Tendon, Ligament™ II</u>, developed by <u>Martin Gallagher</u>, M.D., D.C., a leading authority in the field of integrative medicine.

"We are pleased to collaborate with Dr. Gallagher to introduce to our healthcare practitioners two new unique and cutting-edge formulas aimed at comprehensive joint, tendon, and ligament support," indicated Andrew Halpner Ph.D., VP, Product Development and Technical Services at Douglas Laboratories. "Furthermore, these two products will serve an unmet need in terms of nutrient support for regenerative therapies." †

"The Joint, Tendon, Ligament™ formulas were developed for musculoskeletal support in conjunction with regenerative therapies such as prolotherapy, PRP, acupuncture and manipulation," said Dr. Gallagher. "Joint, Tendon, Ligament I and II can be taken together for optimal results."†

<u>Joint, Tendon, Ligament™ I</u> is formulated with specific ingredients to support healthy joint function, mobility and the strength of the tendon and ligament structures. <u>Joint, Tendon, Ligament™ II</u> provides specific nutrients that may help contribute to healthy stem cell function and migration to support tissue, tendon and ligament health.† These specialty formulated products include amino acids, MSM, L-carnosine, vitamin D₃, and green tea, as well as feature thoroughly tested branded ingredients:

- <u>Cynatine® FLX</u>: A natural bioactive keratin clinically shown to provide joint comfort, resilience, and protection.†
- <u>AprèsFlex®</u>: A specific *Boswellia serrata* extract clinically shown to target mediators of joint comfort and flexibility, such as TNF-alpha and 5-lipoxygenase (5-LOX).†
- <u>pTeroPure® Pterostilbene</u>: A methylated resveratrol has been suggested to be an important factor for influencing targeted migration of stem cells from blood to tissues.†
- Metafolin® a patented and clinically studied of body-ready 5-methylfolate.

Douglas Laboratories will host an educational webinar for healthcare professionals, presented by Dr. Martin Gallagher, M.D., D.C., tomorrow, April 17, 2013. To register for the webinar, please visit douglaslabs.com/webinar.

For further information on Joint, Tendon, Ligament I and II formulas, visit douglaslabs.com.

AprèsFlex® is a registered trademark of PLT/LailaNutra LLC

Cynatine® is a registered trademark of Roxlor LLC Limited

pTeroPure® is a registered trademark of ChromaDex, Inc.

Metafolin® is a registered trademark of Merck KGaA, Darmstadt, Germany.

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

ABOUT DOUGLAS LABORATORIES®

A business unit of Atrium Innovations Inc. [TSX: ATB], <u>Douglas Laboratories</u>®, the trusted choice of thousands of healthcare professionals for over 50 years, is at the forefront of the nutritional health industry, proudly researching, developing and manufacturing superior quality, science-based supplements that help people improve their health. Douglas Laboratories® provides added insurance of multiple domestic and international GMP certifications, including ISO-9001 Certification and ISO-17025 Accreditation for in-house laboratories, as well as NSF International Registration. Douglas Laboratories® currently offers over 600 branded products. Douglas Laboratories® distributes worldwide, with its headquarters located in Pittsburgh, Pennsylvania, USA. For additional information, please visit www.douglaslabs.com.

ABOUT ATRIUM INNOVATIONS

Atrium Innovations Inc. (TSX: ATB) is a globally recognized leader in the development, manufacturing, and commercialization of innovative, science-based dietary supplements available mainly through healthcare practitioners and specialized retail stores. Atrium has over 1,100 employees and operates seven manufacturing facilities complying with current Good Manufacturing Practices. Additional information is available at www.atrium-innovations.com.

ABOUT DR. MARTIN GALLAGHER, M.D., D.C.

Martin P. Gallagher, M.D., D.C., is uniquely triple licensed as a board certified physician, chiropractor, and medical acupuncturist. He is the medical director of Medical Wellness Associates, a multidisciplinary integrative medical facility, located outside of Pittsburgh, PA. Dr. Dr. Gallagher is a member of the clinical faculty, in the Department of Family Medicine, at West Virginia University School of Medicine and the University of Wisconsin School of Medicine. Dr. Gallagher combines oral vitamin therapy, intravenous vitamins, prolotherapy, chiropractic care, chelation therapy and medical acupuncture to assist the recovery of his patients.

MEDIA CONTACT:

Darice Case Chemistry Communications p: 412-325-2895

e: darice@visitthelab.com

Amélie Germain Atrium Innovations p: 418-652-1173 x 330

e: ag@atrium-innovations.com