



FOR IMMEDIATE RELEASE

ALKALETE™ Improves Athletic Performance

Salt Lake City, Utah – July 1, 2010 Yoli, Inc., and pH Sciences Holdings, Inc., partners in the development and promotion of the patented Alkalete nutritional supplement, announced today announced the results of a double blind, placebo-controlled, crossover study of athletes taking a daily dose of 1,000mg of Alkalete per 50 pounds of body weight. The study, conducted in the Health and Human Performance unit at a major university, monitored vital signs of athletes working at maximum output to measure stress on their heart and lung capacity – a measure of physiological stress and a key factor in athletic performance.

The study concluded that:

- (1) Heart rates (i.e. “stress”) were reduced by 4 percent when athletes were exercising at their maximum level if they were taking a standard dose of Alkalete; and
- (2) Respiratory rates (i.e. “labored breathing”) were reduced by 5 percent when athletes were working at their maximum level if they were taking a standard dose of Alkalete.

Alkalete is a patented alkalizing composition of minerals recognized by the U.S. Food and Drug Administration as a new dietary ingredient – a designation of product uniformity and safety. Yoli uses Alkalete in a range of products because it is a strong, safe, uniform, ingredient to improve energy and vitality for active lifestyles.

Robert Burns, Ph.D., Chief Scientific Officer, said; “These results are exceptional. Reductions of 4 and 5 percent may not sound like a lot, but reducing stress this much means athletes – or anyone for that matter – can go far longer, be much stronger, and recover more quickly. Not only will people feel the difference, they’ll be able to measure the improvement in any timed event. We see people, even athletes past their prime, hitting personal bests for times in athletic competitions. This is scientific evidence from a major university that you can get more done with less stress to your heart and lungs when you add a significant dose of Alkalete to your diet.”

Bobby Jones, co-founder and Chief Logistics Officer of Yoli, commented, “Alkalete is a truly unique formula that gets better, and more consistent results, than any other product we’ve ever seen. It’s not surprising that we’re attracting professional and Olympic athletes from all over the country.”

Steve Loyd, co-founder and CEO of pH Sciences, said, “This is amazing to me. Just think, any person can take Alkalete and get more done with less stress on their bodies. I’m a high energy guy but this is documented proof that anyone can enjoy an energetic, full, active life style without over-stressing themselves if they drink Yoli *FUN*.”

The study is being submitted to a medical journal for peer-review and publication. Details of the study will be available following its publication.

Robby Fender, co-founder and President/CEO of Yoli, stated, “With the release of Alkalete, we’re beginning to experience that momentum growth that many companies talk about but never realize. Alkalete is a product that will attract the masses to Yoli, and since we only sell Alkalete through independent distributors, our distributors have the opportunity to earn small fortunes if they take action immediately.”

Yoli, Inc, is a leading distributor of nutritional supplements and healthy beverages. Yoli distributes its products exclusively through direct sales/network marketing independent distributors. pH Science Holdings, Inc. is a life sciences company with world-class technology to manage biological pH levels for better health and improved performance.

www.yoli.com