



FOR IMMEDIATE RELEASE

ALKALETE™ SPEEDS UP MUSCLE RECOVERY IN ATHLETES

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 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, drew blood from athletes working at maximum output to measure their blood lactate levels – or in other words, aching muscles following a workout or athletic performance.

The study concluded that blood lactate levels were nearly 10 percent lower in subjects taking standard doses 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 with superior body alkalization effect, which is proven to improve energy and vitality for active lifestyles.

David Matteson, co-founder of pH Sciences, said, “These results explain why so many athletes report significantly less muscle ache and reduced “muscle burn” when they take the Yoli FUN Active Blast Beverage or FUN Alkalete Capsules. The Alkalete is buffering lactic acid in the body, which helps rid the acidic waste from the muscles more efficiently. And these results are with taking just a standard dose!”

Michael Prichard, co-founder and Chief International Officer, remarked, “As someone very interested in health and wellness, as well as athletics and body building, I’m constantly associating with people who want to be fit and pain free. This is the product the world has been waiting for; completely safe, and totally effective. My active friends can’t get enough of it.”

“This clinical study by a major university replicates and confirms the results of a smaller study we did with a sports medicine clinic in Seattle, WA” reports Robert Burns, Ph.D., Chief Scientific Officer. “It explains what we keep hearing from athletes, that taking Alkalete reduces the pain of exercise. And, we know that it improves their endurance and strength and recovery, too. What is amazing is that some athletes take way more than a standard dose and get even more dramatic results, some time seeing 200 and 300 percent improvements in performance. Since Alkalete is so safe, they use it with confidence.”

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

Rick Eisele, co-founder and Chief Financial Officer of Yoli, Inc., stated, “I’ve never seen anything like it! To my delight, my work as CFO is constantly interrupted every day with calls from personal friends, associates, and even total strangers, who have learned about Alkalete, have tried it, and now can’t stop talking about it and sharing it with others. This is the kind of product home-based entrepreneurs can build a business with. It sells itself!”

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.

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