



FOR IMMEDIATE RELEASE

ALKALETE™ Increases Muscle Strength & Reduces Lactate Levels in the Blood of Athletes

Salt Lake City, Utah – July 1, 2010 Yoli, Inc. and their formulating partners have collaborated in the development and promotion of the patented Alkalete nutritional supplement, announced today the results of a double blind, placebo-controlled, crossover study tracking the performance 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 upper body power output and associated lactate levels (lactic acid).

The study concluded that:

- (1) Upper body power output was increased by up to 6 percent if athletes were taking a standard dose of Alkalete;
- (2) Lactate (acid) levels in the blood were reduced by 9.6 percent

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., Yoli's formulation partner, said; "This is a truly impressive set of findings. While the percentages seem modest, they are huge in the world of athletics. These kinds of performance improvements are unmatched by any other product, and they mean that anyone taking Alkalete will be stronger and be able to go longer. This is a game-changer for athletes who want to be competitive. It's a way for anyone, not just athletes, to be more active, enjoy it more, and feel better doing it."

Michael Prichard, co-founder and Chief International Officer of Yoli, stated, "Because we were considering the possibility of becoming the exclusive distributors of Alkalete, the founders of Yoli and the executive staff were able to test out the product prior to launch. Without exception, everyone noticed a significant improvement in performance during workouts and

other activities, and recovery time was amazing. Everyone who takes this product becomes a believer.”

David Matteson, a natural products industry consultant commented, “Because Alkalete is so safe many people increase their dosage for big events, and tell us they get even more amazing results. We’ve confirmed this in some of our pre-clinical trials, where in some cases people saw 200 and 300 percent increases in performance, endurance, and recovery.”

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

Corey Citron, co-founder and Chief Marketing Officer of Yoli, commented, “We’re ecstatic about the opportunity to be the first and only company in the world to market this amazing product. Alkalete is in every product Yoli manufactures. Yoli is about to make an enormous splash in the United States with Alkalete.”

Yoli, Inc, is a leading distributor of nutritional supplements and healthy beverages. Yoli distributes its products exclusively through direct sales/network marketing independent distributors.

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