



Contact: Gary Medley, Medley Communications, 503-516-1468, gtmedley@gmail.com
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ZYM™ Catapult Has Launched, Adding Caffeine to its Acclaimed Portable Electrolyte Drink

Infused with 100mg of Guaraná (caffeine), berry-flavored ZYM Catapult is ZYM's latest innovation in electrolyte portable hydration products

CHICAGO – New ZYM™ Catapult is creating quite a buzz. Literally and figuratively.

Infused with 100mg of natural Guaraná caffeine, new ZYM Catapult is a supercharged version of ZYM Endurance, the popular portable hydration drink introduced two years ago by BE Innovations. The berry-flavored ZYM Catapult adds B12 vitamins to the mix as well, resulting in a breakthrough portable hydration drink that fights off dehydration, fatigue, muscle pain, and lactic acid build-up.

“ZYM Catapult is a premium hydration fuel that beats the muscular burn of athletic effort,” explained Brian Koff, ZYM creator and president of BE Innovations of Chicago. “ZYM fuels and hydrates elite athletes during competitions without the sugar. Once ZYM goes to work, athletes can feel a difference of increased performance.”

ZYM Catapult combines convenience and portability with you-can-feel-the-difference performance. Simply drop a ZYM Catapult tablet (the size of a quarter) into 16-20 oz. of water and the tab dissolves quickly, reading to drink. ZYM Catapult is easily carried in a cycling jersey or small pack or pocket. No more plastic baggies filled with messy powders.

ZYM's unique formula – for both Catapult and Endurance – was designed specifically for endurance athletes, blending electrolytes, B vitamins and other elements making them effective against muscle burn and dehydration.

This provides athletes with fresh legs, natural energy and more endurance for their bodies, Koff said.



ZYM Catapult has another often overlooked advantage – it tastes good, a berry flavor with a clean finish with no after-taste. Unlike sugar-loaded sports drinks, ZYM Catapult won't leave an unpleasant sugary build-up when working hard. ZYM athletes actually look forward to drinking it, even if it's warm.

Tepid or chilled, ZYM Catapult works. Just ask elite triathlete Chrissy Parks of Tucson, Ariz. "I used ZYM Catapult Berry during the recent Ironman Arizona," she said, "and it helped me improve my personal best by 30 minutes – and finish as the second overall amateur female. I have tried other products that resemble ZYM Catapult, but they pale by comparison. ZYM is so much better."

Elite cyclist Todd Henning concurs with Parks, "Plain and simple, ZYM works. Now my legs don't burn during my competitions." Professional triathlete Scoogie Snyder had a similar experience: "Once ZYM went to work, I noticed the difference of increased performance."

The media has also taken notice of ZYM's unique qualities. "At some point, you just realize that you feel better than you have a right to given all the pedaling you've done," said the editors of *Bicycling Magazine*.

ZYM Catapult is available in small plastic tubes containing 10-tablets with an MSRP of \$8.95.

ZYM Catapult Components

- *Guaraná* 100 mg – A natural stimulant, maintains stamina and combats fatigue and tiredness.
- *Vitamin B12* 500 mcg – Aids metabolic function and the processes of energy generation and use, including nutrition, digestion, absorption, elimination, respiration, circulation, and temperature regulation.
- *Sodium* 250 mg - Helps regulate water balance in the body; promotes normal blood pressure; aids muscle contraction and nerve transmission; regulates body's acid-base balance.
- *Potassium* 100 mg - Promotes regular heartbeat and normal muscle contraction; regulates transfer of nutrients to cells; maintains water balance in body tissues and cells.
- *Calcium* 18 mg – Helps prevent muscle cramps; buffers stomach acids, promotes normal activity in muscular system; helps utilize vitamin B12



- *Magnesium* 17 mg - Aids function of nerves and muscles, including regulation of normal heart rhythm.
- *Vitamin C* 100 mg - Benefits those under emotional and physical stress; increases immunity.

About BE Innovations

BE Innovations develops portable health and wellness products for people with active lifestyles. BE Innovations is headquartered in Chicago, Ill., with distribution partners throughout the world.

For more information on ZYM Catapult and ZYM Endurance, contact BE Innovations at 312-474-0744 or on the Web at www.drinkzym.com. Press materials and images are available for download from the ZYM website.

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