



Contact: Gary Medley, Medley Communications, 503-516-1468, gtmedley@gmail.com
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ZYM @ Interbike.08

ZYM introduces Rival, joining Catapult and Endurance in the ZYM family of electrolyte drink tabs.

Extra! Extra! Posters, samples, and ZYM-skirted Veloforma Girls at the booth

LAS VEGAS, Nevada – The ZYM booth at Interbike promises to be a busy place.

BE Innovations of Chicago, Ill., makers of the popular ZYM Endurance and ZYM Catapult portable sports drinks, will debut its latest offering – **ZYM Rival** – at the Interbike International Bicycle Expo, September 24-26, at the Sands Convention Center in Las Vegas, Nevada. **ZYM Rival** is an all-natural electrolyte replacement drink that delivers all the nutritional power cyclists need while bursting with orange flavor.

Editors, distributors and retailers interested in trying out **ZYM Rival** are encouraged to stop by the ZYM exhibit – booth **4012**. There, visitors will also be able to sample ZYM Catapult and ZYM Endurance, ZYM's proven well-liked portable (tablet) sports drinks.

Moreover, visitors to the ZYM booth will leave with more than a thirst whetted by **Rival**. That's right, there's more:

- A raffle giveaway of ZYM promo kits for shop owners.
- Giveaway ZYM bottles, arguably the coolest bottles in the industry, each holding a sample tab of Catapult and Endurance.
- Sample ZYM tabs for bike shop owners to put to the test for themselves.
- Free limited-edition ZYM Interbike posters, handed out by the head-turning Veloforma|ZYM women's cycling team – clad in fashionable skirts made from recycled ZYM tubes (always good to be green). Come early; supplies are limited.



ZYM 2008 Interbike 2-2-2

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. For sample product for review purposes: info@gozym.com.

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Editors: For more information or to set up an appointment with ZYM at Interbike, contact Gary Medley at 503-516-1468, gtmedley@gmail.com.