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ZYM Moves Into 2008 Poised for Growth

New Distributors And Promotions Announced

January 22 (**Chicago, IL.**) ZYM Portable Electrolyte Drink enters 2008 poised for growth with the addition of several new distributors both nationwide and abroad, as well as several initiatives to drive consumer awareness of the revolutionary product.

Brian Koff, President of BE Innovations, described the year ahead as “the year of ZYM. We’re creating a unique campaign in the industry that will drive consumers to the retailers for ZYM.”

Added to the ZYM distributor line up in the U.S. were *Hans Johnsen Company* and *Wilson Bicycle Sales*. Internationally three distributors were added late last year. *Endurance Nutrition* will carry the product in Canada. In Colombia, *Xtreme and Competition* will carry the product while in New Zealand *Extreme Gear* will carry ZYM.

Mark Ward from Extreme Gear states, “We diligently searched for a suitable Electrolyte replacement system. When we tried ZYM we knew immediately we had found our solution. The product is great tasting, smooth on the stomach and also combines electrolyte replacement with the added extra B complex vitamins giving it an edge over other products on the market.”

Koff cites current ZYM retailer experience as “extremely positive. Current same store ZYM retailers see ZYM outselling an average of 3 to 1 per sku over competitors. It’s the product that both casual and serious athletes are looking for.”

In other company news, Koff announced the eagerly awaited new flavor; ZYM Catapult and ZYM Singles will be launched at the middle of February. ZYM Catapult replenishes your electrolytes and has 100 mg of caffeine. ZYM Singles were created to answer the demand of athletes for an easy-to-carry product. Each ZYM tablet is hermetically sealed inside a packet. One carton will contain 20 packets.

2008 advertising and promotional plans include advertising in ProCycling (UK) and VeloNews (USA). A ZYM Endurance tube was polybagged in newsstand issues of ProCycling’s January 15 issue ad while a consumer coupon valid at participating stores is included in the VeloNews February 5th Tour of California issue.

A full line of stickers, posters and other promotional materials is supporting ZYM’s promotional campaign titled “Conquer the Mountain, Tomorrow the World”. Dealers should contact their distributor or call ZYM at 312-474-0744 for more information.

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

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