

PROMAX NUTRITION LAUNCHES A NEW LOWER SUGAR PROTEIN BAR
Introducing Chocolate Mint and Honey Peanut Promax Nutrition Bar

Newport Beach, CA, May 9, 2014 - Promax Nutrition™, launches two new lower sugar bars ideal for those watching their carb intake. Featuring two delicious flavors, Chocolate Mint and Honey Peanut, the new Promax Lower Sugar (PromaxLS) bars combine the nutritional benefits of high protein and fiber content into one great tasting bar. The lower sugar uncoated protein bars have only 10-11g of non-fiber carbs and are made with simple ingredients. The new PromaxLS bars are a convenient on-the-go snack for fitness enthusiasts with 190 calories or less, 18g of protein and only 3g of sugar per bar. They are also a great meal replacement for when you need something quick, delicious and nutritious.



“At Promax, our mission is to continuously push the boundaries of sports nutrition while providing a convenient, nutritious, high-performance product,” says Simon Goode, CEO of Promax Nutrition™. “We are excited to expand the popular line of Promax Lower Sugar protein bars with two new delicious flavors.”

In addition to being suitable for vegetarians and those with gluten allergies, PromaxLS bars are an excellent source of fiber to help stave off hunger. The bars are made with simple ingredients, and are naturally sweetened with stevia leaf extract and erythritol, which are alternatives to artificial sweeteners. PromaxLS bars contain no maltitol (a sugar alcohol that can upset your stomach) or incomplete proteins from animal bi-products (like gelatin). The LS line includes three other delicious flavors, including Chocolate Fudge, Peanut Butter Chocolate and Peanut Butter Cookie Dough.

The new flavor will be available in-stores May 2014, with a suggested retail price of \$1.89 per bar, as well as available online at www.promaxnutrition.com.

About Promax Nutrition™ - Promax Nutrition™ has been making best-selling Promax® high protein energy bars since 1996 and has built its reputation by offering the highest quality, great tasting protein bars. After more than 15 years in business, more and more people recognize and trust the Promax® name for good nutrition. Today, with a wide range of products, Promax® is more committed than ever to developing innovative, convenient, and portable nutrition products for active people striving to achieve a healthy and fit lifestyle.

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