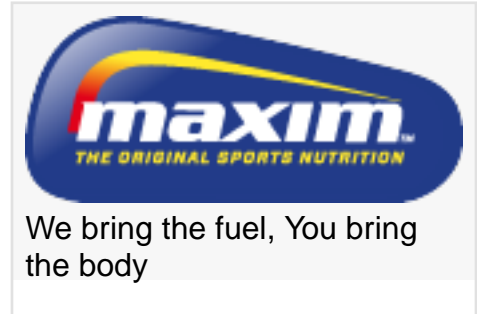


Maxim, a Leading Sports Nutrition Product that fuels Olympians is now distributed in the USA

Maxim Sports Nutrition, a global sports nutrition leader, is launching in the USA with Maxim Carbo Loader, Hypotonic Sports Drink and Total Hydration Tabs.

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Product that Fuels Olympians Now Available in the USA

Maxim, a Leading Sports Nutrition is Available in the USA for the First Time



For the first time ever, [Maxim Sports Nutrition](#), a socially responsible and global brand for athletes, is now available in the United States thanks to Brendan Lundy, MBA and Laura Borgelt, PharmD. Lundy and Borgelt have been selected to distribute this global sports nutrition brand leader because of their

knowledge and experience in business growth, health, nutrition and athletics. The initial product lines Maxim Sports Nutrition is launching in the USA include Maxim Carbo Loader, Hypotonic Sports Drink, and [Total Hydration Tabs](#).

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I tried Maxim Hypotonic Sports Drink this weekend & felt AMAZING! I had the best ride in months and could have easily done 3.5 hours more.

Craig Lenning, Renowned American Marathon Swimmer

Maxim Carbo Loader is a neutral flavored powder that contains a unique blend of carbohydrates (maltodextrin), thiamin (vitamin B1), and vitamin C. Maxim Carbo Loader is designed to be consumed 2-3 hours before exercise to increase glycogen stores. This unique proprietary product provides the body with the optimum energy needed to

maximize training and race performances for all athletes.

Maxim Hypotonic Sports Drink offers three great flavored powders that contain a unique and proprietary blend of European carbohydrates (maltodextrin) and a variety of essential vitamins and electrolytes. Maxim Hypotonic Sports Drink contains the ingredients the body needs to maintain fluid balance, glycogen stores and sustained energy levels for training and racing for endurance sports.

Maxim Total Hydration Tabs are orange flavored tablets that contain a unique and proprietary blend of European carbohydrates (maltodextrin), riboflavin (vitamin B2), sodium, potassium, and magnesium. These scored dissolvable tablets ensure fast absorption and adequate hydration for all sports.

These products are used by athletes such as Craig Lenning, a renowned American open water swimmer who has done several Oceans Sevens channels. Lenning also participated in the six-day Bering Strait Swim for which he was awarded the 2013 World Open Water Swimming Performance of the Year by the World Open Swimming Association. In 2014, Lenning completed a 30-mile Farallon Islands crossing in 15 hours 47 minutes, becoming the first male to complete a two-way crossing of Lake Tahoe.

Lewis Elliott, a top American Professional Triathlete, is also a supporter of Team Maxim. He was a 3-time National Champion while a member of the US National Cycling Team and has achieved "World Class" status as an endurance athlete with his performance at the 2011 Arizona Ironman.

Amy Cutler also utilizes Maxim in her training and competition. Since her debut in 2010 and winning the D1 ECCC Women's Cyclocross Champion, Amy joined the women's team Riptide Cycling and FCS Elite Cycling Team. She has racked up 25 career wins including 1st in the following competitions: NJ State Criterium Championships, Fond du Lac RR (Tour of Americas Dairyland), Giro Montagna (Gateway Cup), Kelly Cup and the Harlem Skyscraper Cycling Classic.

"I tried the Hypotonic Sports Drink and felt AMAZING! Had the best ride in months and felt as though I could have easily done another 3.5 hours. Feeling strong with Maxim," says Cutler.

Borgelt is a clinical pharmacist with an in-depth understanding of the body and what it needs during sports performance. She is also an author of many peer-reviewed articles, specifically focused on women's health and patient safety. An All-American athlete, Borgelt has swum the English Channel, Maui Channel and Tampa Bay and complete Ironman competitions.

"As an athlete who has done various events from 5K runs to Ironman competitions, Maxim has been the only nutrition that gives me the ability to prepare my body for optimal performance and the energy to push hard for short and long distances," says Borgelt.

Lundy has co-founded many start-ups, both domestically and internationally. As an athlete, he has competed as a European cyclist and as an international triathlete. He still competes as an age group athlete internationally.

"As a former elite international cyclist and triathlete, I have tried virtually every available nutrition product for training and racing. I can attest that there is no other product that has the quality, science, and efficacy. I am honored to have been selected to bring a product that has fueled Olympians and World Champions in over 25 countries for over 20 years to the USA," says Lundy.

About Maxim Sports Nutrition: Maxim Sports Nutrition is the first sports nutrition brand on the market and was founded by the British racing cyclist Steve Jennings. Maxim is owned by the publicly traded health and nutrition products conglomerate Orkla Group, established in 1654 with 35,000 employees, and is one of Norway's largest companies on the Oslo Stock Exchange. Orkla Group is a company which is known and respected in Europe for some of the best-known brands within health and food innovation and quality. Maxim Sports Nutrition products are manufactured in Europe under the governance of HACCP certification and are repackaged in the USA in strictly NSF certified facilities (GMP registered and GMP for Sport).

www.maximsportsnutrition.com

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