

LABRADA INTRODUCES LEAN BODY® INSTANT BREAKFAST SHAKE - New Whole-Food Breakfast Shake Comes in Three Award-Winning Flavors

HOUSTON January, 2004 – Breakfast has always been regarded as the most important meal of the day, and now those who need a whole-food breakfast fast will have it in Labrada Nutrition's new Lean Body® Instant Breakfast Shake.

Labrada Nutrition, the most trusted name in sports nutrition, today announced the introduction of its new Lean Body® Instant Breakfast Shake in three flavors. The new instant breakfast shake provides more nutrition than 10 scrambled egg whites and a bowl of oatmeal combined. With 40 grams of protein, 7 grams of fiber with essential fatty acids, and 35 grams of Whole Carb™ low-glycemic complex carbs, the new breakfast shake is a nutritional powerhouse. Lean Body Breakfast contains no maltodextrin, added sugars or aspartame.



The three flavors in the new Lean Body® Instant Breakfast include, Apple-Cinnamon Oatmeal, Bananas & Cream, and Blueberries & Cream.

“The Lean Body Breakfast was created to be a quick, convenient whole-food breakfast solution for athletes and people on the go. It’s great for people who don’t have time to make breakfast in the mornings,” says Labrada President and CEO Lee Labrada. “Another great thing about this shake is that it can be used as a meal replacement any other time of the day as well.”

The Whole Carb™ blend of complex carbohydrates uses a blend of brown rice, oats, and rice bran grains to help stabilize blood sugar and insulin levels, promoting greater energy levels and helping the user to burn fat.

Lean Body Breakfast is high in fiber and contains Beta Glucans, which aids digestion and helps the cardiovascular system.

Lean Body® Instant Breakfast Shake comes in convenient single-serving packets and can be mixed with cold water or skim milk to make a delicious, creamy shake. Lean Body Instant Breakfast is a winner of the American Tasting Institute's Gold Medal Taste Award.

About Labrada Nutrition

Products currently produced by Labrada Nutrition include Lean Body Hi-Protein Meal Replacements and Bars, CarbWatchers® Lean Body® Ready-to-Drink, Lean Body for Her® Meal Replacement Drink Mix, CarbWatchers® ProPlete® Gold Whey Protein, Elasti Joint™ joint repair formula, ProV60® Protein Blend, Charge ASF! thermogenic formula, EFA Lean™ Essential Fatty Acid Blend, Liquid Kwik Vites™, CarbWatchers® Gourmet Sugar-free Chocolate and new CarbWatchers® Premium Gourmet Ice Cream. Labrada's other CarbWatchers® products include new tortillas in eight flavors and CarbWatchers® Gourmet Baking Mixes. Labrada products are distributed nationally and internationally in health food stores, fitness centers and gyms and other fine retail outlets. They can be found on the Web at www.labrada.com

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