

## **LABRADA NUTRITION INTRODUCES NEW TRIPLE LAYERED LEAN BODY® GOLD HI-PROTEIN ENERGY BAR - "Gold" Bar Proves True to Label, True to Taste!**

**HOUSTON June 24, 2003** – Labrada Nutrition, the most trusted name in sports nutrition, today announced the introduction of its new triple layered Lean Body® Gold Hi-Protein Energy Bar.

The new Lean Body® Gold bar contains rich, luscious layers of caramel, crunchy roasted nuts, and other delicious add-ins piled on top of a fluffy nougat layer and smothered in real chocolate. It's a protein candy bar designed for diet conscious consumers looking for something sweet, yet nutritious.

Low in fat and containing only a fraction of the sugar found in ordinary candy bars, the Lean Body® Gold bar still packs in 30 grams of high quality protein.

"The Lean Body® Gold bar is a real treat for anyone wanting to have something sweet and satisfying without blowing their diet," says President and CEO Lee Labrada. "And, the Lean Body® Gold bar meets label claim, unlike some other protein candy bars which are out on the market. I make sure that every Labrada product is tested by an independent lab for purity and potency, so customers get exactly what they pay for."

Lean Body® Gold comes in triple layer Caramel Almond Fudge, Cookies and Crème, and Caramel Peanut flavors.

### ***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](http://www.labrada.com)

**Contact** Christina Moreland  
Labrada Nutrition  
Office: 281-774-1300  
Cell: 832-754-1792