

LABRADA NUTRITION GETS NEW COMPANY "BIG CAR" FOR DISTRIBUTION - New 18-Wheeler Truck to Travel Coast to Coast

HOUSTON Sept 1, 2002 – Labrada Nutrition, the most trusted name in sports nutrition, recently pulled out all the stops – truck stops that is – with a new company-run 2003 model Navistar International Eagle 18-wheeler truck. The new truck is the first Labrada-owned product delivery truck and is one of an entire fleet of trucks used for distribution.

The truck, affectionately called "Big Car," is staffed with experienced team drivers and will cover a 25-state region stretching from Worcester, Massachusetts to San Francisco, California. It is expected to travel more than 150,000 miles each year. The truck-trailer unit will typically carry loads weighing 18 tons.

"The refrigerated trailer was custom built to accommodate our entire product line while maximizing cargo capacity," says Labrada President and CEO Lee Labrada. "This allows us to deliver fresher product to our customers and improve our delivery to our distributors, it's really very exciting!"

Spectators will be able to view the graphics on the 53-foot long trailer day or night. Painted with a special reflective UV-resistant material, the signage emits light and is highly visible at night.

"This truck will really enhance the efficiency of our operations," Labrada says. "But it's also symbolic of where we are and what we have accomplished as a company."

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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