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Max Muscle Introduces First-Ever Probiotics Protein Bar

National sports nutrition retailer launches Max Crunch bar with patented GanedenBC³⁰ probiotic strain; research shows probiotics help with protein digestion and assimilation

ANAHEIM, Calif. (Feb. 10, 2009) – National retailer Max Muscle Sports Nutrition today announced the launch of Max Crunch, the first probiotics-enhanced protein bar introduced in the U.S.

The collaboration between Max Muscle and Ganeden Biotech, manufacturer of the patented probiotic strain GanedenBC³⁰™, breaks new ground in the rapidly expanding market of probiotic-enhanced food products. Considering the demands placed on the digestive systems of athletes and others who supplement with protein, it is imperative that the digestive system function optimally to properly utilize the added protein. With the addition of GanedenBC³⁰, consumers can be assured that the protein in the Max Crunch bar will be utilized as efficiently as possible.

“We have long known the health benefits probiotics deliver in improving digestion and enhancing immunity, but we are just now learning about the ability to help with protein digestion,” said Dr. Phil Harvey, chief scientific officer for Max Muscle. “This is a major breakthrough for the sports nutrition field.”

GanedenBC³⁰ is a patented form of the probiotic strain *Bacillus coagulans*, which research has shown to be effective in supporting healthy immune and digestive systems. Additionally, the unique ability of GanedenBC³⁰ to survive harsh manufacturing processes and to remain shelf stable without refrigeration makes it ideal for inclusion in Max Crunch bars. GanedenBC³⁰ is spore-forming with its genetic material protected by an organic shell, enabling it to survive extreme temperatures and acidic environments to thrive in the gut better than other probiotics strains.

In addition to its partnership with Max Muscle, Ganeden Biotech has recently partnered with a variety of food manufacturers to offer consumers a greater variety of probiotic-enhanced food products. These product offerings include nutrition bars from [PC Brands](#) and [Sunny Crunch Foods](#), frozen yogurt from [Pierre’s Ice Cream](#) and muffins from [Isabella’s Healthy Bakery](#).

“We are thrilled to play a role in the expanding field of probiotic-enhanced food and beverage products,” said Ganeden Biotech CEO Andy Lefkowitz. “The demand for functional foods

continues to grow, and we are proud to be able to continue to partner with strong brands such as Max Muscle to meet this demand.”

The 50-gram Max Crunch bars come in Peanut Butter Perfection and Chocolate Rage flavors and contain 17 grams of protein. The bars will be available individually for \$1.99-2.50 and in boxes of 15 for \$29.85-37.50 at more than 160 Max Muscle retail locations across the country starting this month. Max Muscle store locations can be found at www.maxmuscle.com/locate-store.

About Ganeden Biotech

Founded in 1997, Ganeden Biotech, Inc. is based in Cleveland and is the largest seller of over-the-counter probiotics in the U.S. through its Digestive Advantage® and Sustenex™ brands. It also licenses its patented probiotic bacteria, GandenBC³⁰, for use in commercial food and beverage applications, medical foods, nutraceuticals and in animal health industries.

GandenBC³⁰ is self-affirmed GRAS (Generally Recognized As Safe) by an independent panel of experts assembled to assess its safety in use as a food ingredient. Frost & Sullivan awarded Ganeden Biotech Inc. its 2008 North American Food and Beverage Probiotics Product Innovation Award for opening new development initiatives in food and beverage product categories. For more information about licensing, visit www.ganedenlabs.com. For probiotic supplement information, visit www.digestiveadvantage.com or www.sustenex.com.

About Max Muscle

Established in 1990, Max Muscle Sports Nutrition, based in Anaheim, Calif., is a premier franchiser of sports nutrition products. Max Muscle offers a diverse but integrated product mix of innovative nutritional supplements, fashionable athletic apparel and magazine publishing that targets a broad consumer base with a true passion for fitness and health. This combination is unique within the industry and has allowed Max Muscle to establish itself as a market leader within the health and fitness industry. For more information about Max Muscle visit www.maxmuscle.com.

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