



Statement by Max Muscle Sports Nutrition

June 7, 2010

To Our Max Muscle Sports Nutrition Valued Customers:

A recent article in Consumer Reports (July, 2010) reported finding trace amounts of certain heavy metals (mercury, lead, cadmium, and arsenic) in popular protein drink products. The test results were based on 3 servings which may not be typical. Although Max Muscle protein powders were not included in this test, we want to assure our valued customers that our products do not pose a safety risk based on U.S. Pharmacopoeia standards.

We source our proteins only from U.S. companies. As part of our quality assurance and quality control program, the proteins go through exhaustive testing to make sure their purity meets our demanding standards. In fact, the proteins that we use are routinely used in infant formulas. Raw materials are tested for identity and purity using current test methods for active ingredients and the presence of contaminants. Testing for microbiological contamination (e.g., pathogens, yeast, and mold) and heavy metals (e.g., lead, mercury, cadmium and arsenic) are also performed. Additionally, the proteins are blended and filled in federally compliant facilities that meet current Good Manufacturing Practices guidelines.

Heavy metals or minerals are part of nature and found in our soil, air, and water supply. Minute amounts naturally occur in our foods such as fish (e.g., tuna), green leafy vegetables, grains, wines, as well as in drinking water. Humans rarely suffer actual harm from such metals. It's impossible to avoid them in our diet and the key is moderation and variety.

By comparison, the following average amounts of the metal lead may be found naturally in food, all of which are considered safe, but significantly above the measures of 3 servings listed in the Consumer Reports tests. The U.S. Pharmacopoeia proposed limit for lead in dietary supplements was 10mcg (10mcg= 10millionths of a gram).



FDA's publication *Total Diet Study Statistics on Element Results* (December 11, 2007), which analyzes 200 foods found in grocery stores four times per year, showed the following. Also included in the table are results from the Consumer Reports magazine report along with a recent independent laboratory test of Maxpro Chocolate.

Food	Lead Content (mcg=1 millionth of a gram)
Boiled Shrimp	23.8 mcg
Muscle Milk Chocolate	13.5 mcg*
Italian Salad Dressing	12.2 mcg
1 sweet potato	7.2 mcg
Spinach	7.0 mcg
1 typical glass of red wine:	6.8 mcg
BSN Core Series Syntha-6	5.4 mcg*
GNC Lean Shake Chocolate	4.9 mcg
Avocado	4.5 mcg
Honey	4.5 mcg
Watermelon	4.5 mcg
Raisins	3.5 mcg
1 peach	3.4 mcg
Cottage Cheese	3.4 mcg
Granola Cereal	3.0 mcg
Whole Wheat Bread	2.8 mcg
1 Red Apple, raw	2.6 mcg
Boiled Eggs	1.5 mcg
Whole Milk	1.2 mcg
MaxPro Chocolate, 1 serving	<0.1 mcg (BLQ)**

*Consumer Report Test Result

**Independent laboratory test result (5/4/10). Maxpro Chocolate (Lot #: 20233608261 09-10, Exp 09/2011). BLQ refers to Below Level of Quantification,

Our customers can be confident that Max Muscle Sports Nutrition products are safe and are produced under strict good manufacturing practices standards.