

# Promino Nutritional Sciences Inc. Lands International Exclusivity for Patented Muscle Health IP to Launch Ready-to-Drink Products in 2025

- Agreement secures ready-to-drink ("RTD") exclusivity of the University of Arkansas-developed patent for global functional beverage debut
- Patent licensor Eight IP, LLC continues to strengthen patent with ongoing clinical studies, including recent equivalency of a single 3.6 gram serving of Rejuvenate Muscle Activator™ to 40 grams of whey protein in triggering muscle protein synthesis

BURLINGTON, ON, Sept. 11, 2024 /CNW/ - Promino Nutritional Sciences Inc. (CSE: MUSL) (OTC: MUSLF) (FRANKFURT: 93X) (the "**Company**" or "**Promino**") has reached an agreement with the licensor of the patented muscle health blend (the "Patent") used in the Company's Rejuvenate Muscle Activator™ and Promino™ products on an exclusive international rights provision for the RTD market, and strengthens the current terms for the powdered supplement business. Under the terms of the agreement dated September 5, 2024, Promino must invest US\$1 million to support production and marketing of the RTD launch by March 5, 2025.

Prior to this agreement, Promino had the rights to the Patent for powdered products in North America. This agreement extends Promino's license to include RTD beverages and expands its distribution to an international audience. The Company has slated the debut of Rejuvenate Muscle Activator™ RTD products for Q2 2025, citing demand from key grocery and pharmacy chains in the U.S. and Canada.

"Our incredible muscle health formula in the convenience of a RTD beverage resets the baseline in active nutrition. With the functional beverage market expected to reach US\$339 billion by 2030<sup>1</sup>, Promino will catch that wave with innovative better-for-you, low calorie, sugar-free products with demonstrated muscle health results," says Promino's Chief Executive Officer Vito Sanzone. "Securing exclusivity in all desired markets for the RTD category and strengthening the current powder product terms mark major milestones in our growth plan."

## About the Patent

The Patent is the result of over 20 years of research and funding of over US\$20 million from the University of Arkansas. It was developed through over 25 clinical trials lead by Robert R. Wolfe, PhD, a Professor at University of Arkansas for Medical Sciences in the department of Geriatrics, College of Medicine. Dr. Wolfe has published 579 peer-reviewed original research articles, scientific reviews, and book chapters. These publications have been cited over 90,000 times in other scientific papers according to Google Scholar.

## About Promino

Promino is an innovative and research driven Canadian nutraceutical company specializing in the development of patented and science-based products for the global consumer packaged goods market, with a portfolio focused specifically on muscle health. Promino's lead product, Rejuvenate™, is a patented proprietary formulation that is clinically proven to assist in the building, rebuilding, restoration and rejuvenation of natural muscle mass. Promino also offers Promino™, an elite

performance supplement for both professional and amateur athletes to accelerate muscle recovery, build strength and accelerate recovery from injury. Promino was founded in 2015 and is located in Burlington, Ontario.

To learn more about Promino, visit <http://www.drinkpromino.com>.

## **About Rejuvenate Muscle Activator™**

One 3.6 gram serving of Rejuvenate provides the muscle-building power of 40 grams of whey protein – without all the calories, filler, sugar, fat and dairy. Developed at the University of Arkansas over 23 years and costing more than US\$20 million. Inaugural research for the blend was funded by NASA to find the most efficient supplement for astronauts to retain muscle mass while in orbit, and research has expanded to highlight faster muscle recovery for burn victims and major surgical procedures. Rejuvenate is shown to increase muscle protein synthesis by over 60% better than whey protein, improves muscle tone and combats age-related muscle loss.

## **Forward-Looking Statements**

This news release contains "forward-looking information" and "forward-looking statements" (collectively, "**forward-looking statements**") within the meaning of applicable Canadian securities legislation. All statements, other than statements of historical fact, are forward-looking statements and are based on expectations, estimates and projections as at the date of this news release. All statements that address activities, events, or developments that the Company expects or anticipates will, or may, occur in the future, are forward-looking statements, including statements regarding the Company's business prospects, potential growth in the functional beverage market, future trends, plans and strategies. In some cases, forward looking statements are preceded by, followed by, or include words such as "may", "will," "would", "could", "should", "believes", "estimates", "projects", "potential", "expects", "plans", "anticipates", "continues", or the negative of those words or other similar or comparable words. In preparing the forward-looking statements in this news release, the Company has applied several material assumptions, including, but not limited to, that protein supplement market growth will continue as anticipated by the Company, and that general business and economic conditions will not change in a materially adverse manner. These forward-looking statements are based on reasonable assumptions and estimates of management of the Company at the time such statements were made. Actual future results may differ materially as forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to materially differ from any future results, performance or achievements expressed or implied by such forward-looking statements. Although the forward-looking statements contained in this news release are based upon what management of the Company believes, or believed at the time, to be reasonable assumptions, the Company cannot assure shareholders that actual results will be consistent with such forward-looking statements, as there may be other factors that cause results not to be as anticipated, estimated or intended. Readers should not place undue reliance on the forward-looking statements and information contained in this news release. The Company assumes no obligation to update the forward-looking statements of beliefs, opinions, projections, or other factors.

***No stock exchange, securities commission or other regulatory authority has approved or disapproved the information contained herein.***

<sup>1</sup> [Beyond Booze and Coffee: The "Functional" Beverage Market Continues to Grow - National Checking \(ncco.com\)](https://www.ncco.com/press-releases/beyond-booze-and-coffee-the-functional-beverage-market-continues-to-grow).

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