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SoLo Bars among Top Ten Recommended Healthy Snacks

Award-Winning SoLo Bars Continue to Gather Nutritional Accolades, Recently Being Named to Snackwise® Program's Top Ten Healthy Vending Snack List.

Edmonton, Alberta, Canada, October 29, 2008 – Great-tasting SoLo Bars provide premium, balanced nutrition and the nutrient density within the bars have caught the eye of experts at the Center for Healthy Weight and Nutrition at Nationwide Children's Hospital. Developed by the Center, Snackwise® Nutrition Rating System is a unique program which addresses the current epidemics of overweight and undernourishment in our society. With SoLo being #8 out of more than 750 products, the goal of Snackwise® is to provide consumers with healthier snack choices by rating the nutritional quality in snack foods.

The Snackwise® Nutrition Rating System (www.snackwise.org) is based on the current Dietary Guidelines for Americans and measures the nutrient density of snack foods, allowing consumers to make informed decisions about their snack choices. Snackwise® evaluates snack foods using an 11 point rating system, weighing nutritional parameters according to whether they contribute positively or negatively to a snack food's nutrient quality. Nutrient dense foods like the SoLo Bars provide a significant amount of vitamins and minerals with a moderate amount of calories, contributing positively to the daily requirement for essential nutrients. With each SoLo Bar containing 11-13 grams of protein, 3-4 grams of fiber, 24 vitamins & minerals, and low in sodium; they are recommended as a best choice item on the growing list of Snackwise® food items.

"We are quite honored to be ranked among the top 10 healthy snacks. Our success has continually risen in both the vending and food service areas with the SoLo Bars being chosen more and more as a healthy snack on-the-go, or to replace a small meal. We are very excited about the Snackwise® program and will promote the merits of this science-based ranking system by pursuing further opportunities in this very important area of children's nutrition." said Saul Katz, President & CEO, Solo GI Nutrition.

The Snackwise® Nutrition Rating System offers an alternate approach to many of the often-criticized rating systems as it considers both desirable nutrients along with those to limit, while utilizing information available on the nutrition facts label to evaluate a snack foods' nutritional quality. In contrast, even though schools across the country have been mandated to establish nutrition standards

for all foods sold on campus, most current nutrition standards are rigid and limiting; restricting food items based on portion size, calories, fats, trans fats, sugars or sodium. An avoidance approach to nutrition policy may have the unintended consequence of eliminating foods that are beneficial to a child's daily nutrition. Snackwise® recognizes that products like SoLo Bars were developed to be nutritionally balanced and nutrient dense and can be part of a well-balanced diet, giving children an extra boost of energy or pick me up between meals.

A large portion of Americans are overweight and undernourished, which means that Americans are eating too many calories but not getting enough vitamins and minerals. This is especially troubling with younger generations as there is a direct correlation of overweight among children and adolescents, and an increased risk for many health complications and disease. SoLo Bars can help to bridge the gap between overweight and healthy eating in children by providing a superior addition to the Snackwise® list of foods for school vending and food service options. SoLo has also assisted in this area of children's research by being part of three very important studies with the National Institutes of Health, Harvard Medical School/Children's Hospital Boston and University of California/Children's Hospital Oakland, looking at various markers in relation to consuming a low glycemic diet in children.

SoLo's University-validated low glycemic profile delivers many additional benefits beyond the nutrient density and superior ingredients within the bars. The low glycemic profile delivers energy slowly, allowing for a slow release of glucose into the blood, thereby assisting with mental cognition and concentration, perfect for students and anyone requiring a mental boost. Additionally, with "lack of energy" becoming a foremost concern on consumers' minds due to the increasingly fast paced lifestyle in society today, SoLo Bars provide a natural, sustainable approach to energy management.

Athletes and active individuals also benefit particularly well from consuming SoLo Bars and are being used by the Major League Baseball, National Hockey League, NCAA Collegiate Athletic Departments, Olympic athletes, and world-class endurance athletes. SoLo is quickly becoming the bar of choice among athletic professionals; with the lasting energy, great taste, and wholesome ingredients being the reasons why they love the bars. SoLo's "Controlled Energy Response™" Technology delivers lasting energy, allowing them to perform at their best for extended periods of time, carrying athletes well beyond where other energy bars fail. Athletes can trust that SoLo Bars will keep them powered for longer - to get through an endurance event, training run, or championship game.

About Solo GI Nutrition Inc.

The innovative and award-winning SoLo Bars are available at Whole Foods Markets, leading natural food stores, fitness centers, bike shops, outdoor shops and online at www.solo-gi.com, www.amazon.com and www.drugstore.com. Solo is committed to developing great tasting products that offer superior food choices to make it easy for consumers to achieve personal goals in physical pursuits and healthy living, without sacrificing eating pleasure. Solo applies its proprietary, patent-pending technology to develop all-natural and great tasting food products to enhance performance and promote optimal health. For more information on SoLo Powered nutrition visit SoLo's Website at www.solo-gi.com or email info@solo-gi.com.

For more information or to request a photograph or samples, please contact Carla Poirier at (780) 908-0087 or cpoirier@solo-gi.com.

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