

FOR IMMEDIATE RELEASE

**New SaltStick Caps Plus Electrolyte Supplement Announced: Launches at Interbike and Ironman.**

Malibu (CA)- September 7, 2011. Toker Engineering LLC, developer and supplier of the acclaimed electrolyte supplement SaltStick Caps, announces a long-awaited new product SaltStick® Caps Plus, joining the family of existing products that also includes a patented capsule dispenser. SaltStick Caps Plus features a scientifically-derived, proprietary high-performance formulation that provides a balanced supply of absorbable sodium, potassium, magnesium, and calcium plus 30 mg of caffeine for increased energy and alertness, along with 100 IU vitamin D to aid in calcium absorption. Sodium in SaltStick Caps Plus now comes from sodium citrate, a proven source of sodium that has the added benefit of soothing the stomach. First in the industry to include caffeine in an electrolyte capsules, caffeine is a legal ergogenic aid that has been recognized to provide distinct benefits to endurance athletes. The formulation emulates the electrolyte profile lost in sweat, in a form and quantity the body can absorb.

SaltStick Caps Plus have been formulated to provide electrolytes to help reduce heat stress, reduce muscle cramping, maintain electrolyte levels, and, in a first for electrolyte-replacement tablets, increase energy levels. This product is ideal for endurance athletes, outdoor workers or for use in hot conditions where electrolyte loss due to perspiration is common.

Another industry first is that the capsule contents may also be fully dissolved in liquid to create a custom caffeinated electrolyte beverage with a pleasantly mild salty taste. For consumer protection and confidence in our manufacturing, each production lot of SaltStick products continue to be tested in a category-first initiative to ensure supplements free of banned substances.

Ph.D. Chemist and product developer Jonathan Toker claims “The new SaltStick Caps Plus product takes the electrolyte replacement market to a new level by delivering to athletes the latest evolution of performance nutrition in a capsule.” An additional new product feature includes a green and clear vegetarian capsule creating an easily differentiating mnemonic for the caffeine content from our existing SaltStick Caps product.

SaltStick Caps Plus launches at the 2011 Interbike trade show, and at the upcoming 70.3 and Ironman World Championships.

About Toker Engineering LLC:

Founded in 2006 by Ph.D. Chemist Jonathan Toker, the product development firm Toker Engineering LLC has a growing selection of accessories and nutrition engineered for athletes under the SaltStick brand name. With distribution in over 20 countries worldwide and an exclusive roster of sponsored professional athletes across several sports, including Ironman World Champions Craig Alexander, Chris McCormack and Normann Stadler, and Indy race car driver Tony Kanaan. Toker Engineering LLC continues to develop new science-based products to serve the athletic and outdoor market.

###