

Liquid Nutrition Secures First International License Agreement in United Arab Emirates

First Step in International Expansion throughout Middle East and North Africa

TSX Venture Exchange: LQD.V and LQD.WT

TORONTO, Dec. 7, 2011 /CNW/ - Liquid Nutrition Group Inc. ("Liquid Nutrition" or "Company") (TSX: LQD.V and LQD.WT) announced today that it has secured its first international license partner, Liquid Nutrition Middle East, in the United Arab Emirates (UAE). Under the agreement, Liquid Nutrition Middle East will be responsible for the aggressive growth plans in the region including opening new Liquid Nutrition locations and selling franchise opportunities across the Middle East and North Africa. The first location in Abu Dhabi is expected to open in the spring of 2012.

"We are pleased that the Liquid Nutrition brand has attracted global interest so quickly," said Glenn Young, President, Liquid Nutrition Group Inc. "This is a significant milestone for the company and we are honoured to be partnering with distinguished leaders from the Abu Dhabi business community to launch Liquid Nutrition throughout the Middle East and North Africa."

Liquid Nutrition Middle East was formed with high profile business leaders from the region including His Excellency Sheikh Mohammed Bin Butti Al Hamid, Ahmad Nimer, Mubarak Matar Al Humairi, Mohammed Loay, and Abdalla Nimer.

"I am delighted to be a founding partner in the launch of Liquid Nutrition Middle East by bringing this chain of international functional beverage, vitamin and supplement stores to the region," states His Excellency Sheikh Mohammed Bin Butti Al Hamid. "The Middle East, and Abu Dhabi in particular, is a dynamic place to do business and is increasingly attracting world class brands and successful entrepreneurs who are interested in reaching new growth markets."

According to a screening done in 2008 by the Health Authority Abu Dhabi (HAAD), some 70 per cent of UAE residents over the age of 18 are classified as overweight or obese. Liquid Nutrition is a progressive lifestyle brand that is committed to engaging with consumers who are interested in improving their personal health and nutrition.

"All of the partners at Liquid Nutrition Middle East share the vision of promoting a healthy lifestyle," said Abdalla Nimer, CEO, Liquid Nutrition Middle East. "We believe consumers in Abu Dhabi and international citizens living and working here genuinely want to be more healthy and will embrace the Liquid Nutrition lifestyle."

Following the success in securing franchise partners in Montreal, Toronto, and Vancouver, Liquid Nutrition Group is aggressively expanding across Canada and North America. Abu Dhabi is the first of the many emerging international markets being targeted as the company expands its global reach.

Liquid Nutrition offers more than 25 different functional beverages prepared fresh for each customer. From protein drinks to meal replacements, Liquid Nutrition is geared for anyone who wants to take control and improve their health. An athlete who is focused on muscle recovery or even simple rehydration, a business executive who doesn't have time to eat properly but needs high performance at work, or a mom who is juggling career, kids and staying fit and healthy. The 'Early Bird', one of the most popular Liquid Nutrition drinks, is a breakfast meal replacement consisting of fruits, vitamin supplements and oatmeal, allowing the consumer to maintain a high-level of performance any time of the day.

About Liquid Nutrition Group Inc.

Liquid Nutrition Group Inc. (LNGI) (TSX: LQD.V and LQD.WT) is a functional beverage, vitamin and supplement store brand committed to bringing healthy and delicious eating to communities around the world. Through its wholly-owned subsidiary Liquid Nutrition Franchising Corporation, LNGI is currently the franchisor of six stores located in Montreal, with franchise commitments and expansion opportunities throughout Canada and the United States, as well as license opportunities internationally. For store

locations, business opportunities or more information visit www.liquidnutrition.com. Please join Liquid Nutrition on Facebook and follow us on twitter @liquidnutrition.

About Team Liquid

Comprised of pro-athletes and experts in the world of sports, fitness and nutrition, members of Team Liquid were selected based on their personal and professional dedication to healthy active living. To learn more about Team Liquid and view the full roster, visit www.liquidnutrition.com/en/team_lq.php.