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## **Liquid Nutrition Launches Franchise Program for Canadian and US Military Personnel**

*-- Operation Good To Go available in Canada, US and internationally --*

TORONTO--([BUSINESS WIRE](#))--[Liquid Nutrition Group Inc.](#) (“Liquid Nutrition” or “Company”) (TSX-V: LQD.V and LQD.WT) announced today an innovative program called ‘*Operation Good To Go*’ created to encourage both active and retired armed forces personnel to become Liquid Nutrition franchisees.

**“Liquid Nutrition will go along way in assisting the men and woman who have served their countries with an exciting opportunity to successfully transition into a second career and civilian life.”**

Liquid Nutrition is offering qualified personnel a preferred franchise rate and the opportunity to own and operate their own business. Liquid Nutrition will also support franchisees with the tools and training required to open a successful Liquid Nutrition retail operation.

“*Operation Good To Go* is one of the first programs of its kind and a great example of a company putting country and community ahead of the bottom line,” said retired Major-General David Fraser, a partner, in *Operation Good to Go* and Chairman of Red Maple Capital Inc., as well as a 31 year veteran in the Canadian Forces and a former commander of the Multinational Brigade in Afghanistan. “Liquid Nutrition will go along way in assisting the men and woman who have served their countries with an exciting opportunity to successfully transition into a second career and civilian life.”

The program is a five-year partnership between Liquid Nutrition and Red Maple Capital Inc. Ken Seville, President of Red Maple Capital will lead this initiative.

Steve Nash, two-time NBA MVP and partner of Liquid Nutrition, believes the program will attract numerous qualified franchisees in markets across Canada, the United States and around the globe.

“I am very excited about the opportunity for the men and women in the armed forces to join the Liquid Nutrition family. They bring a tremendous work ethic, sense of pride and community, discipline and team building abilities to our company and truly embody the Liquid Nutrition lifestyle,” said Nash.

Liquid Nutrition hopes to attract franchisees from the Canadian Forces, United States Armed Forces and internationally.

### **About Liquid Nutrition Group Inc.**

Liquid Nutrition Group Inc. (LNGI) (TSX-V: 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, the United States, and the Middle East as well as license opportunities internationally. For store locations, business opportunities or more information visit [www.liquidnutrition.com](http://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](http://www.liquidnutrition.com/en/team_lq.php).

## **Contacts**

### **Liquid Nutrition Group Inc.**

Glenn Young, 905-815-1112

[glennyoung@liquidnutrition.com](mailto:glennyoung@liquidnutrition.com)

or

Freda Colbourne, 416-560-7794

[colbournef@gmail.com](mailto:colbournef@gmail.com)

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