

Liquid Nutrition Announces Ottawa / National Capital Region and Kingston Franchises Are Sold Out

Follows early success in Toronto and BC markets



TORONTO, Jan 18, 2012 (BUSINESS WIRE) -- Liquid Nutrition Group Inc. ("Liquid Nutrition" or "Company") announced today that franchise opportunities in Ottawa / West Quebec and Kingston, Canada have sold out following the similar success in Toronto and British Columbia in the fall 2011. Ten retail locations are scheduled to open throughout the National Capital Region with two additional locations slated for the Kingston area, beginning in the spring 2012.

"We're thrilled that our Liquid Ottawa franchises have sold out so quickly; a clear indication that there is a gap in the marketplace and a real opportunity to introduce the Liquid Nutrition lifestyle to consumers," said Glenn Young, President, Liquid Nutrition Group Inc.

Ottawa businessman Mark MacDonald secured the Liquid Nutrition franchises in the Ottawa/National Capital Region. As a life long skier, runner and hockey player MacDonald is confident that Liquid Nutrition and its functional beverages, proteins, supplements, healthy foods and the assortment of branded Liquid Nutrition waters will create a perfect synergy with the health conscious residents of the National Capital Region.

"We have hundreds of miles of paths for bicycles, jogging, and skiing in the National Capital Region," said MacDonald. "In addition, with the Gatineau National Park and the Rideau Canal we are an outdoors enthusiast's dream and the perfect complement for a Liquid Nutrition lifestyle."

"I believe the health and fitness advocates in Ottawa will be major ambassadors of Liquid Nutrition. At the same time, similar to many Canadians, they are time-crunched and want meal options that are healthy and convenient. Enter the delicious world that is Liquid Nutrition," explains Steve Nash, two-time NBA MVP

and partner of Liquid Nutrition. "The success of the Liquid Ottawa expansion speaks to the need for more healthy options to help attain a good and balanced lifestyle. I'm proud to be a part of this trail-blazing initiative bringing healthy, active living to people everywhere."

Following the success in securing franchise partners in Montreal, Toronto, and Vancouver, Liquid Nutrition Group announced a recent expansion in the Middle East and continues to aggressively expand across Canada and North America.

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) 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 . 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 .

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