



FOR IMMEDIATE RELEASE

Attention: News, Business, Health, Lifestyle, Sports, Marketing & Entertainment

LIQUID NUTRITION FRANCHISES SOLD-OUT IN BRITISH COLUMBIA!
TWO-TIME NBA MVP STEVE NASH AND PARTNER TO POPULATE PROVINCE

TSX Venture Exchange: LQD.V and LQD.WT

TORONTO, ON -- (October 19, 2011) -- Liquid Nutrition Group Inc. ("Liquid Nutrition" or "Company") (TSX: LQD.V and LQD.WT) today confirms that the franchise locations available in British Columbia (B.C.) have sold out! The opening of the first location in the province is slated later this fall, with a roll-out of nineteen other stores to follow in succession. Two local British Columbians, NBA's Steve Nash and Toronto-based Bay Street trader Mark Attanasio have partnered to bring this exciting brand to the West Coast.

"As a native of B.C., I am proud to announce that we are bringing Liquid Nutrition stores to our great province," says Steve Nash, Two-time NBA MVP and partner of Liquid Nutrition. "With Liquid Nutrition, we are bringing healthy, functional drinks to B.C., and with it comes a new way of living - a genuine, gentle and convenient way to reach your goals by getting your nutritional benefits, vitamin supplements, and raw, whole foods all in one drink. I don't always have time to fix a gourmet meal at home, so with Liquid Nutrition, I can get all the nutrients my body needs in a cup. Perfect for my lifestyle...perfect for any lifestyle."

It was announced today that a minimum of 20 stores will be opening in major cities across the province - Vancouver, Kelowna, Whistler, Victoria and other areas around B.C.

The province has a vision to improve the health and wellness of British Columbians through leadership and collaborative action that incorporates physical activity and healthy eating – a perfect environment for Liquid Nutrition stores. The Company brings functional beverages, food, vitamins and supplements all under one roof to help fuel customers from all walks of life -- the busy professional or student; the parent on-the-go; the focused athlete; consumers with dietary restrictions or even the elderly who have specific nutritional requirements -- there's a Liquid Nutrition functional beverage to satisfy any need. Using only fresh, natural ingredients, Liquid Nutrition has the ability to offer bespoke solutions to meet customers' individual preferences, without the use of any fillers, sugars or additives.

A new, convenient style of execution will also launch in B.C., in partnership with Steve Nash Sports Clubs (SNSC). The SNSC location will be the first to launch a counter-top Liquid Nutrition kiosk; construction to commence early next month. Liquid Nutrition and FWG Acquisition, part of the New Evolution Fitness Company, have agreed to a trial in Vancouver.

"I believe everyone in our province should be given the opportunity to maximize their health potential, that's why I'm delighted to be the first to introduce Liquid Nutrition to B.C.," adds Nash. "British Columbians are increasingly becoming more and more health conscious; they want a variety of good food and they want it fast. I am pleased to soon offer healthy options that are quick, easy, affordable and delicious. All of our functional beverages are made daily using only fresh, natural ingredients, perfect for after your workout or to simply fuel your body for the day. One Liquid Nutrition drink and you're good to go!"

B.C. families want to be healthy, but need help; to make sound snack and meal choices, healthy foods need to be available and reasonably priced, and information needs to be accessible. Integrating activity every day is also very important - the more you move, the better you feel; that's why physical activity is another key to a healthy, happy life. Access and education are two major components that support a shift to healthier living – as a result, Liquid Nutrition's presence in the B.C. market couldn't come at a better time. The Company, committed to offering convenient, delicious meal and snack solutions, is also committed to the edification of others about healthy, active, living and how easy change can be.

"Tapping into the B.C. market and partnering with Steve Nash and Mark Attanasio is of great significance for Liquid Nutrition," explains Glenn Young, President, Liquid Nutrition Group Inc. "The marketplace has spoken, and we are quickly responding - in particular with cities like Vancouver, B.C. A budding metropolis and lifestyle city, Vancouver is a fast-growing, increasingly important gateway between North America and the booming economies of the Asia Pacific. Consider Starbuck's foray into the Canadian marketplace; it began in Vancouver, and then quickly became one of the fastest-growing North American businesses that dominated several international markets. Our venture into B.C. will be strategic and aggressive; we will open our stores in key locations and want to be up and running this fall starting with the first-of-its-kind counter top version of Liquid Nutrition at the Steve Nash Sports Clubs."

Liquid Nutrition offers more than 25 different functional beverages daily that can be prepared fresh in front of the customer within two to three minutes. From protein drinks to meal replacements, there's a Liquid Nutrition for everyone. There are beverages to meet the needs of the athlete who is focused on muscle recovery or even simple rehydration. There is the 'Early Bird', a meal replacement (breakfast-in-a-cup) consisting of fruits, vitamin supplements and oatmeal, that allows the consumer to maintain a high-level of performance throughout the day. Additionally, Liquid Nutrition considers the needs of consumers with dietary restrictions by offering functional beverages for those who are diabetic, require dairy-free, those on a weight-loss program or anyone with specific nutritional needs.

About Liquid Nutrition Group Inc.

Liquid Nutrition Group Inc. ("LNGI") (TSX: LQD.V and LQD.WT) is a functional beverage, food, vitamin and supplement store franchisor, headquartered in Montreal, Québec. LNGI is 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.

About Team Liquid

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

For more information or to request an interview, please contact:

Pamela Singh
Korrelation Communications
(647) 393-7267
pamela.singh@korrelation.ca

Glenn Young
Liquid Nutrition Group Inc.
(416) 436-0884
glennyoung@liquidnutrition.com

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

Forward-Looking Statements and Disclaimer

This press release may contain forward-looking information within the meaning of applicable securities laws. All information and statements other than statements of historical facts contained in this press release are forward-looking information. Such statements and information may be identified by words such as “about”, “approximately”, “may”, “believes”, “expects”, “will”, “intends”, “should”, “plans”, “predicts”, “potential”, “projects”, “anticipates”, “estimates”, “continues” “targets” or similar words or the negative thereof or other comparable terminology. Forward-looking statements are based on the best estimates available to Liquid Nutrition at this time and involve known and unknown risks, uncertainties and other factors that may cause Liquid Nutrition’s actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. A description of the risks affecting Liquid Nutrition’s business and activities appears under the heading “Risk Factors concerning Lime Hill, Liquid Nutrition and Amalco” in the Information Circular dated April 15, 2011 of Lime Hill Capital Corporation (now Liquid Nutrition Group Inc.), which is available on SEDAR at www.sedar.com. No assurance can be given that any events anticipated by the forward-looking information in this press release will transpire or occur, or if any of them do so, what benefits that Liquid Nutrition will derive therefrom. In particular, no assurance can be given as to the future financial performance of Liquid Nutrition or its capacity to open additional stores in new markets. The forward-looking information contained in this press release is made as of the date hereof and Liquid Nutrition undertakes no obligation to publicly update such forward-looking information to reflect new information, subsequent or otherwise, unless required by applicable securities laws. The reader is warned against placing undue reliance on these forward-looking statements.

This release does not constitute an offer for sale of securities in the United States.