

FOR IMMEDIATE RELEASE

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

LIQUID NUTRITION SCORES HAT-TRICK WITH LATEST ACHIEVEMENTS!

Company Signs NHL Superstar Vincent Lecavalier, Begins Partnership with Charitable Breakfast Program and Plans to Bring Functional Beverages to Southern Florida

TSX Venture Exchange: LQD.V and LQD.WT

Toronto, ON -- October 05, 2011 -- Liquid Nutrition Group Inc. ("Liquid Nutrition" or "Company") (TSX: LQD.V and LQD.WT) is on a breakaway with the international functional beverage, food, vitamin and supplement store concept announcing three new exciting additions to its strategic growth plan that include: an expansion to its all-star line-up of pro-athletes with the addition of Canadian native, NHL Captain Vincent Lecavalier; plans to expand into Southern Florida with new franchise opportunities; and giving back to the community by partnering with Breakfast Clubs of Canada.

Scoring an NHL Captain

Liquid Nutrition adds Tampa Bay Lightning Captain, Stanley Cup Champion and World Cup Hockey Champion & Tournament MVP Vincent Lecavalier to its Team Liquid roster. One of the youngest NHL players to make captain, Lecavalier (revered as the Michael Jordan of hockey) is known for his tremendous reach, creativity and winning attitude on and off the ice. A recipient of the Maurice Richard Trophy (for being the NHL's top goal scorer for the 2006/07 season), Lecavalier has dedicated his time to children's health and nutrition, in particular through the creation of his own foundation - the Vinny Lecavalier Foundation.

"The Vinny Lecavalier Foundation and Liquid Nutrition share the same core values, making this a natural business extension for me," said Vincent Lecavalier, Tampa Bay Lightning Captain and Team Liquid athlete. "Healthy bodies make healthy minds, and Liquid Nutrition ensures access to affordable and healthy foods that help improve and maintain personal wellness helping everyone be their best."

Lecavalier has signed on as an equity partner with the company, lending his name, image and likeness as the company fulfills its expansion plans and markets the brand across Canada, the U.S. and international markets. Now a member of Team Liquid, Lecavalier joins Two-time NBA MVP Steve Nash, MLB All-Star Russell Martin, NFL Quarterback Matt Ryan, LPGA Champion (#2 ranked female golfer in the world) Suzann Pettersen, Olympic Gold Medalist & World Snowboarding Champion Torah Bright, training and conditioning coach Chris Carmichael and certified sports nutritionist Elaine Hastings.

"Vinny Lecavalier is a strong role model committed to improving the health and well-being of children and their families as demonstrated through his extensive charitable work and his own lifestyle choices," remarks Glenn Young, president, Liquid Nutrition Group Inc. "There is a natural synergy with Vince; together we will help encourage families to eat well and take care of their bodies by providing access and information about overall health & wellness."

The partnership with Lecavalier is fueling the company's expansion plans even further. Young adds, "We are also pleased that Liquid Nutrition will soon be coming to Southern Florida. There has been great demand for Liquid Nutrition in this growing market, so we will begin pouring into Florida in 2012 as locals and tourists alike look for refreshing, healthy and affordable foods."

Mom's Right! Breakfast is the Most Important Meal of the Day

There's truth to the saying "breakfast really is the most important meal of the day." Studies show children who eat nutritious breakfasts fare better academically, demonstrate improved behaviour, and are healthier than their peers who skip morning meals. To encourage proper nutritional intake among children and as part of its overall commitment to healthy living, Liquid Nutrition will launch a new partnership with Breakfast Clubs of Canada. The company will donate a portion of functional beverage sales to the charitable breakfast program beginning December 2011.

"As a mom and a proud Canadian, I know that every single breakfast counts toward our children and our country's future. In Canada, one in 10 children are at risk of starting their day on an empty stomach; this new partnership between Liquid Nutrition and Breakfast Clubs of Canada will provide thousands of children to properly fuel their minds and bodies for a day of learning and physical activity," said Arlene Dickinson, national spokesperson for Breakfast Clubs of Canada, panelist on the award-winning TV series *Dragon's Den* and member of Liquid Nutrition board of directors.

The donation underscores the company's commitment to raise awareness about the importance of proper nutrition and healthy active living. Breakfast jump starts the brain and the body. Overnight, the body uses up stored glucose and nutrients to rebuild and heal, therefore by morning the body is essentially fasting. Eating breakfast replenishes this glucose and provides the fuel required to maintain energy throughout the morning.

"Part of Liquid Nutrition's mandate is to encourage and support organizations that provide this type of front-line care, especially for children. We are committed to partnering with Breakfast Clubs of Canada to give kids a healthy start, and are proud to donate a portion of our morning functional beverage sales," adds Dickinson.

Breakfast Clubs of Canada is on a mission to ensure Canadian children, in particular those in greater need, start their school day with a nutritious breakfast in an environment that promotes self-esteem. Through this program, more than 107,000 children in nearly 1,050 schools across Canada will benefit from breakfast this school year. Visit www.breakfastclubscanada.org for more information.

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.ca.

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.ca/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.ca

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.