



PRESS RELEASE

For Immediate Release

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Hi-res photos available upon request

Greg Bennett Ready for 2012 Ironman World Championship

Former Olympian Eyes 7th World Title With Help From Bioenergy Ribose®

MINNEAPOLIS, MN (September 2012) — To travel one hundred and forty miles, most people would require a large drink, a bag of snacks, and perhaps some shut-eye in an air-conditioned car. But for top triathlete Greg Bennett, this distance represents a greater goal: The 2012 Ironman World Championship Triathlon. A former Olympian and six-time World Champion, Bennett is competing in the grueling 140-mile race in Kona, Hawaii just as he turns 40 years old – a huge feat especially when the majority of the competing triathletes are half his age. What's his secret? Intense training, dedication, and supplementing daily with pure and patented **Bioenergy Ribose®** are keys to his success.

“Ever since I started using Bioenergy Ribose, my body feels 20 years-old again. I recover faster, feel fresher, and it allows me to train properly in order to stay in peak physical condition,” says Bennett who has won six World Cup titles, as well as being ranked world's number one triathlete in 2002 and 2003. “I'm ready to go to Hawaii this October and give my best at one of the ultimate tests of body, mind, and spirit.”

The 2.4 mile swim, 112 mile bike, and 26.2 mile race in Kona on October 13 will push any triathlete beyond his physical limitations. The intense exertion taxes the muscles to stay energized. The resulting energy demand/supply mismatch leads to a drain in energy, depleting the cellular energy pool and resulting in muscle stiffness, soreness, and pain. By taking GRAS (Generally Recognized As Safe)-certified Bioenergy Ribose, the body is able to cope with the physical demands by reducing energy-loss and accelerating energy and tissue recovery, benefitting both aspiring and experienced athletes to train and perform at optimal levels.

With Bioenergy Ribose, Bennett – who recently participated in the Ironman World Championship 70.3 in Las Vegas, as well as the annual Hy-Vee Triathlon Elite Cup in Des Moines – is set to endure a 2.4 mile swim through choppy ocean waters, a 112 mile bike



ride around the island of Oahu, and finish up with a 26 mile run across black lava rock, all under scorching 95°F heat. “I plan on not only keeping up with my younger competitors, but exceeding expectations and giving my all in the ultimate quest of winning the 2012 Ironman Triathlon,” says Bennett.

What is Bioenergy Ribose®?

Bioenergy Ribose® is the only patented brand of Ribose – a unique five carbon sugar that facilitates the natural process of energy production. Bioenergy Ribose® stimulates the synthesis of adenosine triphosphate (ATP), the essential energy compound found in every cell in the body, improving energy levels, fighting fatigue and boosting cardiovascular functioning. While the body naturally produces ribose, physical stress can deplete the body’s natural stores, and the body’s process for replenishing ribose is very slow in muscle and cardiac tissue. Using a supplement that contains Bioenergy Ribose® can help prevent the aches and soreness associated with depleted energy stores, allowing athletes and active individuals to train harder and longer.

Bioenergy Ribose® has achieved GRAS (Generally Recognized as Safe) status and received a “no questions letter” from the U.S. Food and Drug Administration.

About Bioenergy Life Science, Inc. (www.bioenergyribose.com)

Minneapolis-based Bioenergy Life Science, Inc. is the only provider of the pure and patented Bioenergy Ribose®. The company has amassed a large body of scientific literature on the uses of Ribose for people across all age and health categories. Bioenergy Ribose is used by millions worldwide in leading functional foods such as energy bars and beverages. Currently, Bioenergy Ribose is included as an ingredient in hundreds of products worldwide. The company’s core technology lies in the development and commercialization of products based on the physiological benefits of Bioenergy Ribose for health and wellness.

For more information about Greg Bennett, Bioenergy Ribose, and Bioenergy Life Science, please call (877) 4RIBOSE or visit www.bioenergyribose.com and www.teamribose.com. Find Bioenergy Ribose in Facebook and follow on Twitter (@TeamRibose)! For media related inquiries, contact Rajan De Los Santos of Christie Communications (www.christiecomm.com) at (805) 969-3744 or rajan@christiecomm.com.

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