

CONTACT: Howard E. Wishner

Company: New Whey Nutrition

Phone: 303-518-0044

Email: hwishner@newwhey.com

NUAQUOS ADVANCED HYDRATION PLUS PROTEIN HITS THE SHELVES AT SHOP RITE

OVIEDO, Fla., August 8, 2014--Nuaquos advanced hydration with 12 grams of complete protein announced its first grocery chain partnership with Shop Rite, offering all five flavors (Peach Mango, Pomegranate, Watermelon, Kiwi-Strawberry and Orange) in more than 250 stores at \$2.49 for a 20-ounce PET bottle.

Consumers will have the chance to taste the difference throughout the Northeast at Shop Rites in New Jersey, New York, Pennsylvania, Delaware and Connecticut. NuAquos is developing an integrated sales and marketing campaign to enhance and grow sales throughout all Shop Rite stores.

“NuAquos is thrilled about the opportunity to partner with Shop Rite” said NuAquos CEO Charles Walkley. “Shop Rite solidly supports its rapidly expanding nutritious beverages offerings, and we’re confident that NuAquos will stand out from the crowd. No other hydration/protein beverage even comes close to NuAquos for best-in-class ingredients, and NuAquos consistently beats other leading sports drinks in blind taste tests. With a propriety blend of protein, electrolytes, vitamins and minerals and no fat, gluten, lactose, caffeine, cholesterol or high-fructose corn syrup, NuAquos promotes recovery, rehydrates and restores nutrients with unparalleled taste.”

NuAquos, from the makers of New Whey Nutrition, was launched in January 2014 and is currently distributed in New Hampshire; Mass.; Metro New York; Scranton, Pa.; Baltimore; Washington, D.C.;, Detroit and Kalamazoo, Mich.; Nevada, Utah, and Northern California in addition all Shop Rite markets.



ShonRite®

