

For Release Monday, June 4th, 2007 to industry media
For Release Monday, June 11th, 2007 to all other media

FUSION Bodybuilding, Inc. Announces the Launch of SUB•Q - The First Subcutaneous Fat-Incinerator:

Guelph, ON – Fusion Bodybuilding, Inc. announces the launch of SUB•Q – the world's first fat burner designed to target subcutaneous fat. Subcutaneous fat is very hard to lose because it attaches itself just under the skin – hiding lean muscle definition under a layer of persistent white, milky fat. This evolutionary supplement was developed to address the void in availability of any fat burners in the category of subcutaneous fat loss. SUB•Q contains 3 complexes that work via separate mechanisms all targeted toward the incineration of subcutaneous fat.

Adrian Burke, Co-President of Fusion Bodybuilding spoke to the release of their revolutionary new product: “The supplement industry has been bombarded with ‘me-too’ products that do nothing more than boast how great they are – they try to fool everyone with big, flashy claims. It was really important for us to put our customers first and bring functionality and value to the forefront. Fusion has gained a reputation for developing bodybuilding’s strongest supplements because of a decade of dedication in doing exactly that. With this continued dedication in mind we set out to develop the strongest fat-burner ever made and we did it!”

SUB•Q is packaged with a 50-page manual consumers use to achieve their ideal body. This manual comes complete with a 3 phase diet and training program geared towards subcutaneous fat loss. This added value piece is a key feature in bringing functionality and value to our consumers and will resonate in other Fusion products as well. SUB•Q will be released to the public in Canada, Australia, United Kingdom, the Netherlands and Austria on June 14, 2007.

About Fusion Bodybuilding, Inc.

Fusion’s innovative research and development team provides people around the world with bodybuilding’s strongest supplements. Founded in 1998 by Ryan Herniman and Adrian Burke, Fusion today is a top supplement company that pays particular attention to category development and value driven brands. Fusion’s targeted marketing program provides businesses of all sizes with measurable results, while enhancing the overall experience for supplement users. Fusion is headquartered in Guelph, Ontario – the hub of nutraceutical development in North America.

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