

Client: PZ Sports Nutrition
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FOR IMMEDIATE RELEASE

**Netherlands-based Prinsen Food Group and Extran Distributor
Announce New Sports Nutrition Company for American Markets**

Chicago, IL, June 13, 2004 – Prinsen Food Group, BV, Helmond, The Netherlands, manufacturers of Maxim Nutritionals (www.maxim.nl), and Zoeller Marketing, Inc. (ZMI), Darien, IL, distributors of the Extran Professional line (www.extranusa.com), today announced an alliance that will create PZ Sports Nutritionals, Inc. (PZSN).

“This new partnership with Prinsen, a company which is known and respected in Europe for innovation and quality, opens a new and exciting future for us,” said Gregory C. Zoeller, ZMI founder and now President, PZSN. With Prinsen’s help, PZSN pledges to continue the unbroken line of excellence that has been the hallmark of the Extran and Maxim brands.”

Prinsen, a family-run business for over 80 years, is a functional food and sports nutrition product manufacturer which markets Maxim Nutritionals, a leading brand of sports nutritional products through its Maxim Europe subsidiary. Maxim Europe recently acquired another leader in the market, Extran Professional, from Royal Numico, Zoetermeer, The Netherlands.

Robert Prinsen, Chief Executive Officer of Prinsen, also expressed his enthusiasm for the alliance and said, “We look forward to bringing to the United States, as well as the rest of North and South America, another premium brand from the European market. With the Maxim and the Extran Professional brands, we have every expectation that PZSN will become the leading supplier of sports nutritionals in the Americas.

“We are committed to the health and success of active sports enthusiasts and have a host of new and innovative products in development, in addition to the present extensive line, that will soon be available,” he concluded.

The new company, PZSN, purchased the assets of ZMI and will continue to market Extran Professional while introducing the Maxim line to the United States.

Maxim bars have already received a favorable review in the July issue of *Bicycling Magazine*, where they were praised for their “good balance of nutrition for general use.”

PZSN has launched a new marketing campaign for Extran Professional offering discounts and incentives to retailers and consumers. The new combined line is expected to be introduced at InterBike 2004, October 6-8 in Las Vegas.

PZ Sports Nutrition, Inc., a marketing and product development company, is the American operating company for Prinsen Food Group, BV, and the exclusive marketer of the Maxim Nutrition and Extran Professional lines throughout North and South America.

Prinsen is an international manufacturer and marketer of high-quality foods. The company was established in 1924 and has been in the hands of the Prinsen family ever since. It manufactures many hundreds of products for weight control and sports nutrition, as well as coffee specialties and creamers, sweeteners, soups, sauces, desserts and instant beverages. Prinsen’s strength is its R&D laboratory, where new products are continually developed and scientifically tested using state-of-the-art technology. Maxim Europe, BV, is a wholly owned subsidiary of Prinsen.

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