

News Release

FOR IMMEDIATE RELEASE

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**Nordic Naturals® Ultimate Omega®-D3 Sport Now Available in Liquid—
Company First to Market with an Omega-3 Liquid ‘Certified for Sport’**

Watsonville, CA (August 6, 2014) Great news for professional athletes, sports enthusiasts, and fitness buffs: Nordic Naturals Ultimate Omega-D3 Sport is now available in a liquid formulation. The first liquid omega-3 to be “Certified for Sport” by NSF International, Ultimate Omega-D3 Sport liquid has been rigorously tested and is free of unsafe levels of banned or prohibited substances and their metabolites. One serving (i.e., one teaspoon) provides 2900 mg of total omega-3s. The convenient, lemon-flavored liquid is easily added to smoothies and offers a high dose of the omega-3s EPA and DHA in one single serving. It is also ideal for consumers who do not wish to swallow soft gels. As an added benefit, the product contains 1000 I.U. of natural vitamin D3 for single-product convenience.

Top athletes report that Ultimate Omega-D3 Sport, previously available only in soft gels, is an important dietary supplement in their nutrition strategy that brings optimal results. The product provides important benefits:

- Offers high-intensity support for heart, brain, joints, and bones—optimizing fitness performance
- Promotes cardiovascular and respiratory function
- Promotes fat metabolism and improved body composition
- May enhance endurance

The NSF International’s Certified for Sport Program, also known as the NSF Athletic Banned Substances Certification Program, helps ensure that athletes have access to nutritional products that are free of banned substances or their metabolites. It also verifies that products contain the actual quantity of ingredients listed on the label. To learn more, visit <http://www.nsf-sport.com> and <http://www.nordicnaturals.com/nnp-sports>.

“Nordic Naturals was the first fish oil brand worldwide to be certified by NSF International’s Certified for Sport program,” said Lisa Thomas, General Manager of NSF International’s Dietary Supplements & Sports Nutrition Programs. “We congratulate them on expanding their certification to a liquid form.”

According to Dr. Chris Mohr, respected sports nutritionist and Nordic Naturals Advisory Board Member, “Endurance and fast recovery are two important results that I see from a regular regimen of fish oil daily. Nordic Naturals Ultimate Omega-D3 Sport has the kind of quality that makes a quantifiable difference for the athlete.”

Ultimate Omega-D3 Sport is available in 60 count soft gels and 8 ounce liquid. Like all Nordic Naturals products, they are in the natural triglyceride form, which offers better absorption and efficacy. The product is free of GMOs, gluten, and milk derivatives.

Based in Watsonville, CA, Nordic Naturals is committed to delivering the world’s safest, most effective omega oils to help further its mission of correcting the global omega-3 deficiency. Distributing to more than 35 countries, Nordic Naturals offers over 200 products in a variety of flavors and formulations for adults, kids, athletes, and pets. As the number one fish oil in the United States, Nordic Naturals has revolutionized omega-3s, pioneering a new definition of fish oil quality as it relates to purity, freshness, taste, and dosage. Further information is available at www.nordicnaturals.com.

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