**** **News Release**

**Named to 2015 Austin A-List Most Promising Startups**

May 21, 2015, AUSTIN, TX — Neogenis® Labs, a world leader in Nitric Oxide technology and health and sports products, has been named to the 2015 Austin A-List by the Austin Chamber of Commerce through its Innovate Austin initiative and South by Southwest Interactive.

The A-List companies, selected by a panel of independent judges from more than 275 nominations, were officially revealed and named to the annual Austin A-List of Hottest Startups in ceremonies held last week at ACL-Live. The 12 honorees for 2015 were named in three investment stage categories, emerging, growth and scale, and represent key sectors of innovation including big data, biotechnology, hardware, software, consumer-packaged goods, music technology, agriculture, medical devices, e-commerce and mobile app development. Neogenis Labs was recognized in the mid-stage $10-20 million sector, categorized as a biotech startup.

“We are honored to be named to the Austin A-List of startup companies. Austin is the premiere startup city in America, and to be recognized as an A-List company is an exhilarating development for our company and our business partners. This recognition speaks to the fact that our customers, doctors and employees believe in our mission to change lives for the better,” says Joel Kocher, co-founder and CEO. Kocher’s Austin roots trace back to his leadership role at Dell Computer, as the number two executive during its meteoric rise from an early mid-stage Austin company to Fortune 500 status in the early 1990’s. Kocher went on to say, “We are the experts in the science of nitric oxide and will continue to develop ground breaking products that improve people’s lives in the areas of circulation health and sports performance.”

“The A-List platform shines a spotlight and amplifies our diverse and rich talent, helping to maintain our lead as the most innovative, entrepreneurial region,” said Michele Skelding, SVP of Global Technology and Innovation at the Austin Chamber of Commerce.

About Neogenis Labs

Neogenis Labs is a University of Texas technology portfolio company. The Neogenis core technology was developed by co-founder Dr. Nathan Bryan while a medical researcher at the University of Texas in Houston. The company holds 5 patents relating to the Nobel Prize winning nitric oxide molecule. The company has conducted four successful double blind placebo clinical trials on the effectiveness of its nutraceutical and nutrition products, 3 of which relate to Neogenis’ Neo40® product and its support of healthy blood pressure levels. The trials were all published in leading medical journals. Neogenis health products are used by thousands of individuals, as well as in over a thousand physician practices nationwide. Since inception, Neogenis has sold more than 23 million Neo40 tablets. Neogenis Sports products are used by numerous professional, Olympic and NCAA teams, as well as weekend warriors. They are nationally available at Whole Foods, REI, Lifetime Fitness, Hy-Vee and other specialty retailers that cater to athletes.

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