**AUSTRALIAN BASED NUTRITIONAL COMPANY HAS DEVELOPED AN INNOVATIVE RECOVERY SPORTS FOOD - AMAMAX RUSHTM AND PLANS TO LAUNCH ITS PRODUCT USING THE CROWDFUNDING PLATFORM - INDIEGOGO**

**Adelaide, South Australia (Date) – HealthGrain Pty Ltd** has developed an innovative product AmaMax RushTM, a gluten-free sports food formulated with the super grain Amaranth. Today the company announced it is one step away from bringing the most functional recovery food to market. AmaMax RushTM is a natural sports recovery food that combines the latest in nutritional research with the super grain Amaranth and other natural ingredients to reduce recovery time following exercise.

AmaMax RushTM will be entering into the Global Sports Nutrition market which is set to top 6 billion dollars by 2018. With recovery becoming one of the major focusses for anyone involved in sport, AmaMax RushTM is perfectly aligned to meet the performance needs of this market. The product works primarily at the hormonal level because of its natural simplicity and due to the unique ratio of carbohydrates and proteins that stimulate the body to recover faster.

Founder Bennett Maxwell, a sports scientist and world-class athlete, developed his product using Amaranth an ancient grain from South America with its unique and incredible nutrient profile (similar to chia). Amaranth makes the perfect core ingredient for AmaMax RushTM because the grain is entirely gluten-free and provides a complete protein profile - including all the essential amino acids. Rush is also high in fiber and a good source of magnesium and iron, which are essential for hard working athletes and beginners alike.

Having tested and retested AmaMax RushTM with athletes from around the globe, the company is confident that the product is ready to be released and will be highly competitive against other major brands in the market. HealthGrain Pty Ltd is looking for funding support from the Indiegogo crowd funding community to finance the commercialization of the product. Bennett Maxwell sees this as the ideal platform for communicating directly with customers.

“We’re a customer-driven company developing a suite of functional gluten-free sports foods without the aid of traditional outside investors. AmaMax RushTM is a testament to our commitment to work with our customers to build a product that they truly want and love.”

Athletes have been an essential source of feedback throughout the development process of AmaMax RushTM, which is why the company feels it is important to give back. In addition to commercializing and releasing AmaMax RushTM, the company will be looking to sponsor up-and-coming athletes by the end of the Indiegogo campaign.

AmaMax RushTM will be available for pre-order throughout all of North America and Australia at a limited-time discount on Indiegogo (<igg.me/at/amamax-rush>) beginning early November.

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(ii) the ability of the Company to bring new products to market that are complementary to the products that the Company currently produces;
(iii) the ability of the Company to increase or maintain profit margins on the products it offers to the marketplace;
(iv) the strength of the Company’s product development pipeline;
(v) the Company’s growth and profitability prospects;
(vi) the estimated size and growth prospects of the natural fertilizer market;
(vii) the Company’s competitive position in the natural fertilizer market and its ability to take advantage of future opportunities in this market;
(viii) the benefits of the Company’s products to be realized by customers; and
(ix) the receptiveness of the agricultural and commercial market for bulk urea or other products that the Company manufactures.

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