**BPI SPORTS IS FIRST NUTRITION BRAND TO BRING 3rd PARTY TESTING AND QUALITY VERIFICAITON TO MARKET**

***BPI Sports announces partnership with ChromaDex® to reduce consumer fears of protein spiking***

Hollywood, Fla. (Feb. 5, 2015) – BPI Sports, a leading developer, formulator and marketer of branded sports nutrition supplements for athletes, is changing the way the sports nutrition game is played. The Florida-based company is the first sports supplement brand to provide 3rd party testing and quality verification to reduce consumer fears of protein spiking, a common practice in the industry.

BPI Sports & Chromadex Partner

Today, BPI Sports announced it is exclusively partnering with Chromadex®, a leading 3rd party Laboratory Testing Facility, to help restore faith and confidence among consumers about sports supplements. Beginning February 2015, the BPI ChromaDex® Quality Verification Seal will be added to the entire line of BPI protein powders - Best Protein™, ISO-HD™, Whey-HD™, Bulk Muscle™, and Weight Loss Whey™ - indicating that each product has been third-party tested and verified for quality and consistency.

“Think of it like the Good Housekeeping Seal in the sports supplement world. No longer will consumers have to guess as to the contents of their favorite protein supplement when purchasing BPI products,” said James Grage, VP and Co-Founder of BPI Sports. “As a leader in our industry, and a company concerned about higher quality and integrity in the supplement industry, we are the first sports supplement brand to bring third-party testing and quality verification to the marketplace.”

BPI ChromaDex® Quality Verified Seal

The BPI ChromaDex® Quality Verified Seal means no protein “spiking” and confirms that the products meet specification for ingredient identity, contaminants, heavy metals and microbials. “We know in today’s world, this is a concern among many consumers,” said Grage. “We do not want our customers to have any doubt. The BPI ChromaDex Quality Verified Seal provides a credible, objective validation that BPI’s proteins are compliant with cGMP (Good Manufacturing Practices) and that the ingredients listed on the label are the only ingredients inside the products.”

“Products bearing the ChromaDex® Quality Verified Seal will ensure consumers that the products have been manufactured in accordance with FDA Good Manufacturing Practices,” says Frank Jaksch, Founder and CEO of ChromaDex. “By adopting the ChromaDex® verification program, BPI Sports is demonstrating leadership within the supplement industry and giving consumers a reason to feel confident about the quality and integrity of its products.”

BPI Sports is committed to delivering the highest-quality sports nutrition products available anywhere. While the company has always been true to its word, BPI sports is providing the BPI ChromaDex seal, so customers will have even more confidence about doing business with them.

“Instead of asking consumers to trust us, we’re showing them why they can. Consumers’ will no longer have to guess whether they’re getting a quality protein product or one that’s been spiked with subpar ingredients. Putting the BPI ChromaDex® seal on our proteins demonstrates that it has been third-party verified. The bottom line: We want our customers to know that when they buy a BPI product, they can be sure they’re getting the highest quality supplements available.”

The Industry

“The current "Protein Spiking" issues that have affected retailers, as well as deceived consumers, reinforces why this partnership brings the right message, the right trust, with the right brand at the right time,” concluded Grage.

Every bottle of BPI’s proteins are made from a natural, cold temperature, micro-filtration process, resulting in a finished product that is extremely high in protein, while retaining the important micronutrients. Before the proteins ever leave the factory they are tested in the laboratory for accurate amounts of protein and consistency in quality. The final step is verification from BPI ChromaDex®, just to be absolutely certain that it meets the BPI Standard of Quality. The BPI ChromaDex® seal absolutely ensures that what is on the label is in the bottle.

Look for Cutler Nutrition, BPI's sister brand and its line of Total Protein and 100% Muscle Mass to be verified in March.

BPI Sports

BPI Sports, based in Hollywood, FL, is a leading developer, formulator and marketer of branded sports nutrition supplements, primary for athletes and bodybuilders, sold through leading specialty retailers and distributors. For additional information, please visit www.bpisports.com.

Chromadex® is a leading independent 3rd party laboratory and one of the most respected names in Sports Nutrition. Now a publicly traded company, ChromaDex® was established in 1999, in response to the growing demand for natural product reference standards, services, and quality assurance methods. For additional information on ChromaDex please visit https://chromadex.com/Services/Analytical-Services.html