

Press Release

Source: Changing Times Vitamins

Changing Times Vitamins Announces Launch of Its New Product, RecoveryX, at the World's Strongest Men Super Series at Madison Square Garden, New York

Wednesday May 28, 8:30 am ET

Changing Times Also Announces Kevin Nee as Its Official Spokesperson

SCOTTSDALE, AZ--(MARKET WIRE)--May 28, 2008 -- Changing Times Vitamins, Inc. (CTV) announced today that they would officially launch their new product RecoveryX at the World's Strongest Men Super Series on June 21, 2008, at Madison Square Garden, WaMu Theater. The World's Strongest Men Super Series is run by World Class Events (WCE) located in Kista, Sweden. RecoveryX will be the Grand Prix Sponsor for The Madison Square Garden event, which will include 10 of the world's strongest men.

RecoveryX is a product for athletes and active people that need fast recovery from workout or daily routine. The product can be used during an exercise regimen to assist in a rapid recovery from inflammation and soreness, greatly speeding that process up. RecoveryX contains ProAlgaZyme, an algae derivative with extensive clinical trials backing it up. ProAlgaZyme is a patent pending product licensed to CTV by Health Enhancement Products, Inc. (OTC BB:[HEPI.OB](#) - [News](#)).

CTV also announced that it has signed World Strongman Competitor, 22-year-old Kevin Nee, as its official spokesperson. He's the youngest ever to compete in the event, and three-time WSM champion Marius Pudzianowski has referred to him as "the Next." Nee placed 8th in the finals of the competition last year and was also named as one of the Fittest Men in the World by Fitness Magazine in 2007, along with the likes of Tom Brady and Kobe Bryant. Nee has been featured in national and international periodicals including Sports Illustrated, The Boston Globe and Kulturystyka, a Polish fitness magazine. Nee has also been a commentator for MTV and is frequently featured on ESPN. Nee is a graduate of Arizona State University.

Howard R. Baer, President of CTV, stated: "The newest rage in Europe in drinks is for recovery products, rather than the energy products we have here in the U.S., many of which contain sugary or caffeinated solutions that will give an athlete a short term spike, but will not help in overall stamina and recovery. RecoveryX, which contains ProAlgaZyme, when consumed by an athlete during their workout, will help them maintain their stamina throughout the exercise, giving them a more productive session or game." Baer also stated that negotiations are under way with World Class Events for RecoveryX to become the Official Drink of the World's Strongest Men, which will give us worldwide exposure.

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