

Press Release

Source: Changing Times Vitamins, Inc.

CTVX, Inc. Receives Exclusive Rights to Promote the World's Strongest Men Super Series in the U.S.

Friday September 19, 8:30 am ET

SCOTTSDALE, Ariz., Sept. 19 /PRNewswire-FirstCall/ -- CTVX, Inc. (Pink Sheets: [SGTB - News](#)) announced that it has signed a Memorandum of Understanding with World Class Events (WCE), Kista, Sweden, giving CTVX the exclusive rights to promote the World's Strongest Man Super Series in the United States. WCE controls the worldwide rights to the extremely popular Worlds Strongmen Competitions which are run throughout Europe, and to a lesser extent in the U.S. The events will be billed as the RecoveryX -- Worlds Strongmen Competitions, U.S. and will promote the company's main product, the RecoveryX sports drink.

CTVX intends to do 4 events next year including one in Arizona and one at Madison Square Garden to follow the very successful event at MSG last year. The top ten strongmen worldwide will wear RecoveryX gear and carry the drink whenever possible and do various promotions for the product. RecoveryX was the Grand Prix Title Sponsor of the Super Series event at Madison Square Garden in June 2008, with great exposure and results, which prompted the company to work a deal with World Class Events for the U.S. rights.

About Changing Times Vitamins, Inc.

CTVX, (SGTB-PK) headquartered in Scottsdale, Arizona, is developing a network of synergistic divisions with the primary focus on proprietary Natural Health & Fitness Products, technology for Athletes Community Web Sites, Sports Event Promotions and Total Body Fitness oriented Health Clubs. Its objective is internal development of these divisions in which it can add significant shareholder value by leveraging the CTVX's collective knowledge and marketing resources into a successful sports oriented venture. Combined Management has extensive expertise in Investment Banking, Advertising, Natural Product Development/Sales and Marketing, Web site technology and Health and Fitness.

Except for any historical information, the matters discussed in this press release contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements involve risks and uncertainties. A number of factors could cause actual results to differ from those indicated in the forward-looking statements. Such statements are subject to a number of assumptions, risks and uncertainties. Readers are cautioned that such statements are not guarantees of future performance and those actual results or developments may differ materially from those set forth in the forward-looking statements. The company undertakes no obligation to publicly update or revise forward-looking statements, whether as a result of new information or otherwise.

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