



FOR IMMEDIATE RELEASE

Contacts

Powerful Yogurt: Sarah Goldthwait; sarah@powerful.yt; (786) 245-5189 (USA)

Irepak Ltd.: Robert Doyle; Robert@irepak.ie; +353 86 256-9365 (Ireland)

Powerful Yogurt Announces Expansion to UK and Ireland
First-of-its kind Greek yogurt for men will be available in early 2014 through partnership with Ireland-based food supplier Irepak Ltd.

MIAMI, Fla. (July 30, 2013) Powerful Yogurt, the first-ever Greek yogurt designed for men, has signed an agreement with Irepak Ltd. that will bring the Powerful yogurt line to the UK and Ireland in the first quarter of 2014. The product will be available in supermarkets, gyms, health food stores and nutrition outlets.

The agreement marks Powerful Yogurt's first wave of expansion beyond the U.S.

"From day one Powerful Yogurt has resonated with an global audience and we're very excited about this first international expansion that will meet demand in the UK and Ireland markets," said Carlos Ramirez, Founder and CEO of Powerful Yogurt. "We are proud to have created a brand that translates worldwide and look forward to continuing to expand internationally as we pioneer the 'dairy for men' category."

Irepak will produce Powerful Yogurt in Ireland with the same all-natural standards and recipe guidelines that have been critical to the company's success in the U.S. market. Irepak plans an initial rollout of four flavors, including plain, banana, mango, and strawberry.

"Irepak is delighted to be teaming with Powerful Yogurt at such an exciting juncture - not only in Powerful Yogurt's impressive growth trajectory but also at a point when the European market for nutrition products is experiencing double digit growth," said Irepak Managing Director Robert Doyle.

In addition to its high protein content and a serving size that is 50 percent bigger than the average U.S. yogurt presentation, Powerful Yogurt is all-natural, fat free, gluten free and kosher.

Powerful Yogurt was named "Best Yogurt" in the 2013 FoodBev Dairy Innovation Awards across an international field of competitors. The company's 2013 sales are on track to exceed

initial forecasts by more than 75 percent. For current store information, visit www.powerful.yt.

#

About Powerful Yogurt

Founded by a group of men in search of the perfect food for their active, health-conscious peers, Powerful Yogurt is an all-natural line of protein-rich Greek yogurt available in the U.S. market in six delicious flavors. It is the first yogurt in the U.S. specifically designed for men and men's health needs. The product is a trademark of Powerful Men, LLC. The product was officially launched in March 2013.