

For Immediate Release

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SourceOne Rebrands proprietary Tongkat Ali -- introduces AlivEL 100™

SourceOne has rebranded its exclusive Tongkat Ali ingredients for broader appeal and to direct attention towards energy, vigor, wellness and proven heart health and weight loss benefits.

CHICAGO, IL – SourceOne™ Global Partners has rebranded its proprietary blend of herbal Tongkat Ali for increased mainstream uses beyond the sexual enhancement and bodybuilding supplement markets. The Southeast Asian tree root extract, *Eurycoma longifolia*, has for years been linked primarily to testosterone-enhancing properties. The newly dubbed AlivEL 100™ is tackling the issue of its typecasting with a name makeover that aims to attract a much larger market -- directed towards athletes and the general population seeking wellness through natural products. By focusing on energy, stamina, weight loss, heart health and overall well being, SourceOne is utilizing the many unique properties of AlivEL100™, both on its own and in conjunction with other proprietary SourceOne ingredients, to produce powerful synergistic solutions for several condition specific applications in these areas.

"SourceOne has rebranded this ingredient for the largest target audience -- baby boomers," said Jesse Lopez, founder and CEO. "Baby boomers want to look good, be more active, feel alive and enjoy a heightened sense of overall vibrant health and well-being, due to better energy. Although *Eurycoma longifolia* does support healthy testosterone levels, which decline with age, we have found this botanical extract has so much more to offer AlivEL™ 100 -- powering baby boomers' active lives."

AlivEL™100 is made from a proprietary natural water extraction process that produces one of the highest potency, purest, and most biologically active *Eurycoma longifolia* 100:1 extract available. SourceOne not only gave the ingredient a new brand identity -- AlivEL™100 standardized to Eurycomanone > 1%, -- but has launched a triple-strength and more biologically active formulation called AlivEL™ 3X100, standardized to Eurycomanone > 3%.

Furthermore, AlivEL™100 and AlivEL™ 3x100 are the only *Eurycoma longifolia* extracts exclusively endorsed by Dr. Johari Saad, known as the "King of Tongkat Ali." Dr. Johari, member of SourceOne's medical and scientific advisory board and exclusive advisor to ERP Two One Technologies & Innovations, Sdn Bhd of Malaysia, engineered the water extraction technology used to produce these highly concentrated and biologically superior ingredients. "Only SourceOne AlivEL™100 is manufactured using my latest manufacturing, water extraction, freeze drying technological advancements," he emphasized.

Earlier research demonstrated that the botanical also promotes favorable anabolic balance during intense and prolonged exercise. This seminal study was the first to show a statistically significant ratio of increased testosterone to decreased cortisol in healthy individuals who participated in a 24-hour endurance mountain bike race. Results from the study co-authored by SourceOne and presented at the 3rd annual International Society of Sports Nutrition Conference revealed that participants who were administered 100 mg of AlivEL100™, had testosterone levels that were 16% higher and cortisol values that were 32% lower than those in the placebo group.

"These results hold significant potential for the sports nutrition, metabolic syndrome, and weight loss markets," asserted Dr. Andreas Supersaxo, Director of Research and Development for Vesifact of Baar, Switzerland, and member of Source One's Medical and Scientific Advisory Board. "This placebo-controlled study has delivered strong evidence of the many benefits this ingredient delivers alone and potentially in combination with other SourceOne proprietary ingredients. This bodes well for athletes and dieters alike because the incidence of visceral obesity is directly associated with high cortisol output that contributes to the deposition of fat in adipose tissue that surrounds the stomach -- also a primary indication of increased risk for heart disease. Obesity in America is a huge issue and we now have more natural products we can offer to help support healthy triglycerides, cholesterol, weight management, visceral fat, and all the key components of metabolic syndrome."

SourceOne will be presenting the supporting science and clinical studies plus the applications of AlivEL™100 and AlivEL™ 3X100 at SupplySide West, booth #25033.

"Our new ingredients represent brand new opportunities for innovation in the dietary supplement and functional food industry and we invite attendees to explore how AlivEL can increase brand marketing potential to baby boomers," Lopez added.

About SourceOne™ Global Partners

SourceOne Global Partners, headquartered in Chicago, IL, is a leading supplier of innovative, science-based, branded ingredients and proprietary formulas to the nutritional supplement, functional food & beverage, cosmetic, and animal nutrition markets. SourceOne has assembled an impressive and enviable portfolio of complementary condition-specific ingredients that address the most pressing health concerns, including heart health, Type II diabetes, cognitive function, diet and energy, and general wellness.

SourceOne is recognized as a leader in delivering the best science nature has to offer through health solutions such as the award-winning Cholestrinol™ Family of Heart Healthy Formulas, OmegaChoice® Marine Concentrated Omega-3 EPA/DHA (EFAs), CoQsource® Bio-Enhanced Coenzyme Q10, and SterolSource® Phytosterols. The SourceOne product line continues to expand and also includes TocoSource® Palm Tocotrienols, GammaSource® Mixed Tocopherols, PMF-source™ Citrus Flavonoids (PMF), Tongkat Ali-Source™ as well as Green Tea, Resveratrol, Chondroitin, and more.