



## **EB Performance to Fuel Teams Vying for BCS National Championship**

***University of Texas Longhorns, University of Alabama Crimson Tide latest title contenders to benefit from company's innovative PB & Whey Protein Bites®***

**Deerfield Beach, Fla., Dec. 28, 2009** -- When Texas and Alabama square off at the BCS National Championship Game on January 7, both college football teams will be powered by [EB Performance](http://www.ebperformance.com)'s popular PB & Whey Protein Bites®, a delicious peanut butter snack bar packed with whey protein. The protein bar is also the same product that fueled both the LSU baseball and the North Carolina men's basketball teams to their national titles in the past year.

For the last two years, both Texas and Alabama teams have been using the PB & Whey bars.

"We launched the PB & Whey bars to the collegiate community two years ago," says Dr. Nathan Feldman, co-founder of [EB Performance](http://www.ebperformance.com). "It took off because it uniquely combines great taste and functionality that could be used before, during, and after practices and even on game day.

[EB Performance](http://www.ebperformance.com) started with one university, but quickly grew its collegiate presence when word spread among coaches, team nutritionists and athletes about the benefits of the company's product. Other current collegiate programs using EB products include Auburn University, Florida Atlantic University, SMU, Texas Tech University, University of Florida, University of Michigan, University of Missouri and University of Nebraska.

"As huge college sports fans, it's a great feeling when we get a call from a new team that wants to add our products to their regimen," says Dan Schapiro, co-founder of [EB Performance](http://www.ebperformance.com).

In addition to being used by top collegiate athletic programs, the PB & Whey Protein Bites have become a top-selling product at Whole Foods Market stores in Florida. EB plans to expand its presence to other stores throughout the country in 2010.

[EB Performance](http://www.ebperformance.com) also has a deep development pipeline of innovative products, including its recently launched Whey Juice™, an organically sweetened, premium protein beverage. The company's goal is to continually develop and offer the consumer both healthier snack and beverage alternatives while emphasizing the benefits of whey protein.

Whey protein is considered the highest quality form of protein and contains essential amino acids that the body requires for good health. In addition, it offers excellent digestibility and research has shown its ability to support satiety.