

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

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**Oviedo, Fla. (July 6, 2009)** – IDS wanted all customers to know that the FDA's recall announcement with respect to "New Whey liquid products sold in test tube-like vials " does not apply to IDS's present New Whey products. IDS's present New Whey products are entirely safe.

FDA's recall applies only to lot 1960 of 25g New Whey Fruit Punch and lot 1944 of 42g New Whey Blue Raspberry. These lots were manufactured over 6 months ago, and all of the products in these lots have been recalled or otherwise found not to have been the subject of any product tampering.

Our customers should also be aware that the limited number of vials of New Whey which were subject to recall were manufactured by a company that IDS no longer does business with. IDS ceased doing business with this manufacturer in February 2009. There have been **no** tampering issues with New Whey since the change in manufacturer and New Whey is safe for consumption.

“Our primary concern is the safety of our customers,” said David Dixon, CEO of IDS Sports. “We have voluntarily taken internal measures to ensure the quality and safety of all our products prior to distribution.”

Consumers or retailers with questions should contact David Dixon at 407-971-6011 and/or visit [www.idssports.com](http://www.idssports.com) or [www.newwhey.com](http://www.newwhey.com) for further information.

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