



For Immediate Release

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IDS Sports Assures Safety of New Whey Products

Oviedo, Fla. (July 9, 2009) – [IDS Sports \(IDS\)](#) today assured customers of the safety of its [New Whey liquid products](#) following a recent recall of a limited quantity of New Whey liquid products among other products manufactured by Protica Inc., of Whitehall, Pennsylvania.

IDS terminated its relationship with Protica in February 2009. IDS's present New Whey products are manufactured by a source other than Protica. **These products are entirely safe and not subject to the recall.** No tampering issues are known to have occurred with New Whey products since the change in manufacturer.

The recent recall announcement applies to products which were recalled voluntarily by IDS Sports earlier this year. These products were returned and were destroyed or otherwise determined not to have been the subject of product tampering.

New Whey products from the new manufacturer that are **not impacted** by the recall have the following features: (1) a flat-bottom; (2) 3.4 oz size; and (3) a black cap.

However, if consumers purchased New Whey liquid products before February 15, 2009, IDS is urging them to return or discard the product. Consumers should contact IDS directly at 888-795-0444 to learn more about return options.

IDS is cooperating fully with the U.S. Food and Drug Administration as it investigates the apparent product tampering that occurred at Protica's facilities. There have been no reported injuries associated with the tampering.

"Our primary concern is always the safety and well-being of our customers," stated 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."

About IDS Sports

Based in Oviedo, Florida, IDS Sports is a sports nutrition company that is committed to providing our customers with the most innovative nutrition & bodybuilding supplement products in the industry. IDS staff has more than 60 years experience in the sports nutrition and consumer products industries. Since the Company's founding in 1999, we have worked diligently to develop breakthrough technology that is used to manufacture new products that deliver results. Our sustained commitment to our customers allows us to grow and provide the most state-of-the-art products on the market. For more information, visit www.idssports.com or www.newwhey.com.

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