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MYOS Corporation Teams Up With NFL Alumni in Optimal Bowl and Wellness Challenge

CEDAR KNOLLS, NJ -- (Marketwired) -- 04/24/14 -- [MYOS Corporation](#) ("MYOS" or the "Company") (OTCBB: MYOS), an emerging [biotherapeutics](#) and [bionutrition](#) company focused on the discovery, development and commercialization of products that improve muscle health and performance, announced today that it is a participating sponsor of [The NFL Alumni's Optimal Bowl and Wellness Challenge](#) featuring former NFL players in a not-for-profit wellness project. The 60-day challenge will feature teams of former NFL players and military veterans working together with world class medical specialists in a variety of activities designed to improve their individual health. In addition to sponsoring this wellness challenge, MYOS is partnering with the NFL Alumni by providing challenge participants with the opportunity to utilize the Company's first commercial product [MYO-X[®]](#), powered by [MYO-T12[®]](#).

Throughout the wellness challenge, the public will be able to follow challenge participants' journeys to wellness through reality-based web TV documentary series and mass media initiatives that will include important preventive health information and educate the public about wellness. This exciting and educational competition culminates with the ultimate showdown of health and wellness, the Optimal Bowl.

"We have heard so much about retired NFL players being victims of the circumstances leading to their current state of health. The purpose of this program is to motivate former professional athletes to take responsibility for their own health and wellness, to motivate the public to do the same and to raise funds for the NFL Alumni's charities," said Bart Oates, former member of the New York Giants, President of the NFL Alumni NY/NJ Chapter and a founder of the Optimal and Bowl and Wellness Challenge. "Having the support of MYOS, a leader in muscle health, is an excellent endorsement of the NFL Alumni's efforts to improve the overall health of former players and provide an opportunity for public health education."

MYOS' President and COO Peter Levy commented, "We are pleased to partner with the NFL Alumni to provide the challenge participants with the chance to benefit from [MYO-X[®]](#), powered by [MYO-T12[®]](#), as they work to achieve their fitness goals. As a leader in muscle health, MYOS is wholly focused on increasing and restoring lean muscle mass and identifying advancements for treatment of age-related muscle loss and chronic muscle wasting. Our dedication to improving muscle health and performance is perfectly aligned

with the NFL Alumni's Optimal Bowl and Wellness Challenge."

Competitors for the Season One series of the Optimal Bowl and Wellness Challenge include several former New York Giants players including Ottis Anderson, former Super Bowl MVP, Jim Burt, former Pro Bowl player, and Karl Nelson. Additional NFL participants are former New York Jets player, Bruce Harper, and former Washington Redskins player, NFL MVP and Pro Bowl player, Mark Moseley.

Former Super Bowl MVP Ottis Anderson added, "Under all this is that guy with the washboard abs. Not only will this Challenge help me find him and help others, I am looking forward to beating all these other guys and being MVP once again."

The NFL Alumni's Optimal Bowl and Wellness Challenge series can be seen on www.optimalbowl.com and player updates will be featured each week on the Optimal Wellness Radio Hour which airs on WABC 77 NY, Sundays from 4:00-5:00 p.m. ET.

About The NFL Alumni's Optimal Bowl and Wellness Challenge

The NFL Alumni's Optimal Bowl and Wellness Challenge features former NFL players in a one of a kind wellness competition, web TV documentary series, special events and wellness campaign designed to educate the public about how they can optimize their health. The not-for-profit project also serves as a fundraiser for youth oriented charities including the TD Foundation, P.A.S.T. Youth Sports Education Programs and others youth charities supported by the NFL Alumni. The web TV series culminates with the ultimate health and wellness showdown, the Optimal Bowl. The goal of the wellness challenge episodes is to strike a perfect balance between being entertaining and informative and feature the participant's journeys' to health and wellness. While focusing on the competition between former NFL players, the wellness series will provide health information and tips to the public as well as motivation for everyone to proactively improve their wellness. The series can be seen on www.optimalbowl.com.

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About MYOS Corporation

MYOS is a developmental stage bionutrition and biotherapeutics company focused on the discovery, development and commercialization of products that improve muscle health and function essential to the management of sarcopenia, cachexia and degenerative muscle diseases. MYOS is the owner of Fortetropin™ (also known as MYO-T12[®]), the first

clinically proven natural myostatin inhibitor. Myostatin is a natural regulatory protein, which inhibits muscle growth and recovery. Medical literature suggests that lowering myostatin levels has many potential health benefits including increased muscle mass, healthy weight management, improved energy levels, stimulation of muscle healing as well as treating sarcopenia, a condition of age-related loss of muscle mass. For more information on [MYO-T12](#) and to discover why MYOS is known as "The Muscle Company,"™ visit www.myoscorp.com.

The Company's first commercial product [MYO-X](#)®, powered by MYO-T12®, is distributed by Maximum Human Performance (MHP) and is currently available on popular retailer websites including www.mhpstrong.com, www.bodybuilding.com, www.amazon.com and in specialty retailers including GNC and Vitamin Shoppe and others. MYOS believes that MYO-X, as well as future products it envisions, will redefine existing standards for muscle health.

Forward-Looking Statements

Any statements in this release that are not historical facts are forward-looking statements. Actual results may differ materially from those projected or implied in any forward-looking statements. Such statements involve risks and uncertainties, including but not limited to those relating to the successful continued research of MYO-T12® and its effects on myostatin inhibition, including our research and development activities, product and customer demand, the continued growth of repeat purchases, market acceptance of our products, the ability to create new products through research and development, the continued growth in market expansion and revenue, the successful entry into new markets, the ability to attract additional investors and increase shareholder value, the ability to generate the forecasted revenue stream and cash flow from sales of MYO-X, the ability to achieve a sustainable profitable business, the effect of economic conditions, the ability to protect our intellectual property rights, the continued growth and expansion of MYO-X in GNC, Vitamin Shoppe and other specialty retail stores, the ability to strengthen our manufacturing relationships and reduce the costs of our products, competition from other providers and products, risks in product development, our ability to raise capital to fund continuing operations, and other factors discussed from time to time in our Securities and Exchange Commission filings. We undertake no obligation to update or revise any forward-looking statement for events or circumstances after the date on which such statement is made except as required by law.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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Source: MYOS Corporation