



Base Performance Nutrition, LLC

www.baseperformance.com

FOR IMMEDIATE RELEASE

January 15, 2008

ALAMO, CA – Base Performance Nutrition to sponsor Cal Giant Cycling Team

Base Performance Nutrition announced their sponsorship of the Cal Giant Cycling Team today. This was the first of many teams and athletes to be sponsored by the new nutrition company.

Chris Lieto, founder and developer of Base Performance Nutrition is "committed to the Cal Giant Cycling Team - a teams that strongly demonstrates not only that cycling is a sport and lifestyle for every age, but is a team that recognizes the significant relationship between proper nutrition and superior performance."

Bill Monocovich, Owner/President of California Giant Berry Farms, a grower-shipper of fresh California strawberries, is quoted as saying, "Cal Giant supports fitness and exercise as an essential part of a health lifestyle. The cycling team's success reinforces the invincible combination of proper nutrition and superior performance."

California Giant contributes to the health of American consumers by providing an abundant, healthy and delicious product. Cal Giant Cycling Team is committed to sending positive messages about the importance of combining diet and exercise as part of a healthy lifestyle.

About Contra Costa Cycling Team

The team promotes local racing and an active healthy lifestyle. To learn more please visit www.c4racing.org

About Chris Lieto

Chris is a three-time Ironman Champion and former U.S. National Ironman Champion. Lieto recently placed 6t at the 2007 Ironman World Championships in Kona, Hawaii. To learn more about Chris please visit www.chrislieto.com

About Base Performance Nutrition

Base Performance Nutrition is a premiere line of nutritional supplements that sustains superior performance. To learn more please visit www.baseperformance.com

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