

Press Release

dub nutrition, LLC – January 9, 2012

FOR IMMEDIATE RELEASE

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dub nutrition, LLC Joins Forces With Harrington Multi Media Marketing

SALT LAKE CITY, UTAH, January 9, 2012- dub nutrition, LLC has entered into a multi-faceted marketing and production agreement with Harrington Multi Media Marketing (“HM3”) of Clearwater, Florida. Initially HM3 and dub nutrition will co-fund the production of a 30 minute infomercial, short form commercials and recruiting DVDs that will be created to assist dub nutrition distributors in building their business. Other marketing strategies to grow the dub nutrition network are in the planning stages. HM3 is led by CEO Tim Harrington who is a 25 year veteran of the direct response television and marketing industry. Tim has assisted other MLM companies in similar fashion and helped add over 100,000 distributors for one of these companies.

Tim first entered into this business in 1986 and over the years has directed the operations of several successful companies that have generated sales of several billion dollars. In this time Tim helped National Media, a New York Stock Exchange Company, grow from an \$18 million to a \$500 million market cap company over three years. Tim was also the co-founder of HSN Direct, a joint venture with live shopping giant, HSN. While with his former company Quantum International the first infomercials to be broadcast outside of the US were launched, and a global infrastructure in over 50 countries was established.

Tim Harrington stated, “We are excited to be part of the dub nutrition team. Not only does dub nutrition have an exciting line of products that get real results, the management of this company consists of folks who are competent, dedicated and who have great integrity. We look forward to a long and rewarding relationship with Jeremy and his team.”

About dub nutrition: dub nutrition is a three year old privately held health and wellness company based in Salt Lake City, UT that focuses on the sale of its four core nutritional

supplements— dub Burner, dub Muscle, dub Youth, and its first-to-market collagen based protein, dub Protein 2.0. Led by CEO and founder Jeremy Wardle, dub nutrition focuses its marketing strategies on promoting proper nutritional supplementation and encouraging individuals to make smart, sustainable lifestyle choices with the guidance of the company's twelve week Body by dub health program.

Jeremy Wardle, a long time health advocate, is both excited and confident that dub's strategic partnership with Harrington Multi Media Marketing will help extend the companies efforts to educate individuals on the importance of making sustainable lifestyle choices regarding nutrition, supplementation, and exercise. Jeremy stated, "Our products and wellness program address the health challenges of today. We now have a media outlet to mass expose dub nutrition and our message to the general public unlike ever before. This type of partnership breathes new life into our goal to change the world one person at a time."

For additional information please visit the dub nutrition corporate website at www.dubnutrition.com.

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