



PRESS RELEASE

For Immediate Release

DALLAS ENTREPRENEUR, DAMON HUYNH ANNOUNCES THE LAUNCH OF PRO FOODS LLC, A PROTEIN FORTIFIED FOODS COMPANY.

Dallas, Texas, February 1st, 2010 - (PR.com) – Debuting this month, PRO FOODS LLC, a performance nutrition food company is filling the taste and technical gap within the food and beverage industry. The company's vision is to improve the performance potential of everyone across the world through delicious nutritional products. PRO FOODS' product portfolio currently consists of: PRO H2O – a refreshing water beverage that is high in protein, PRO ADE – a sports drink fortified with extra protein and electrolytes, and PRO CREAM – the world's first high protein ice cream. Each product is designed to specifically help address the different nutritional needs for the increasingly sophisticated and demanding health enthusiast without sacrificing flavor and taste.

Entrepreneur, Damon Huynh, who was born and raised in Dallas, TX, founded PRO FOODS in early 2009 due to his love and passion for sports, health, and nutrition. After graduating from Southern Methodist University, Huynh spent over ten years working at Microsoft in various management roles. While gaining valuable experience as a businessman in the corporate world, he continued to maintain an active lifestyle.

For years, Huynh struggled to find appetizing performance nutrition products that could help him achieve his fitness and dietary goals. In result, his entrepreneurial spirit brought on the creation of a delectable ice cream product that would help him reach his performance potential, thus producing PRO CREAM. From there, Damon's creativity spawned an entire product line of protein-fortified foods and the PRO FOODS company.

PRO FOODS products are already gaining traction by attracting the attention and likes of athletes and health devotees from all over the country. PRO H2O, PRO ADE, and PRO CREAM are quickly becoming the product of choice in helping consumers achieve their overall dietary and fitness goals of those trying to lose weight, increase performance potential, and build muscle mass.

PRO FOODS products will be available at major retailers, independent retailers, gyms, and hospitals nationwide.

ABOUT PRO FOODS

For more information about PRO FOODS LLC and our products, visit <http://www.pro-foods.com>.

Alternatively, follow PRO FOODS on Twitter at <http://www.twitter.com/profoods> and join our official fan page on Facebook at <http://facebook.pro-foods.com>.

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