



All American EFX

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MEMORANDUM

02-06-08

Team AAETFx,

As many of you are well aware, for some time now we have been promising to make available a series of clinical studies performed on Kre-Alkalyn. Various aspects of its effects were studied and document in four trials that took place in Sofia, Bulgaria. For the record, you should know that one of our very own advisory board members, Dr. Kamen Stoychev, also took part in these landmark studies.

The marketplace has been demanding to see such studies for quite some time. In fact, they've also rightly been becoming increasingly more frustrated as time passes since we have not released the results. Therefore, my reason for contacting you today via Memo is **1)** to let you know that we are now finally releasing these studies, and **2)** to explain why we have experienced such a long delay.

Attached to this memo is the actual abstract of the first study, "*Comparison of Kre-Alkalyn to Creatine on body composition, muscular performance, & safety*". If there was any study that people wanted to see, this is the one. Please read it over carefully and contact me via email only with questions, as I will be in and out of meetings all day. I think you will find this one in particular extremely interesting, to say the least.

We've always known and stated that conventional creatine is one the very best products ever to hit the market. However, we've also known that if we could fix its flaws (i.e, stabilize it), its effects could be compounded. This study, along with the others to be released shortly, now verifies what Jeff Golini and I have said since day one (which coincides with everything I also state in my book, "Creatine: Industry Insider Secrets Revealed"). It will also help better explain why Kre-Alkalyn EFX has now won "Best of The Best" creatine 2 years in a row. Not to mention, it was this very technology that drew Flex Wheeler to our company, and why he now backs it 100%. So be proud!

As for why these have taken such a long time to complete, the reason is quite simple. Once these studies were completed, the mountains of raw data had to be sent to a statistician to decipher and compile. Once they completed their part, we were still left with over 1,000 pages of data! Finally, this data was distilled further and passed on to Jeff Golini and myself. So without further delay, please read the study abstract. By the way, for those of you who may not have seen it yet, I've also included the results of a creatine conversion study I commissioned in March of 2006 to duplicate Jeff's original findings for my research.

I highly suggest you share this and the future studies we will be releasing over the coming weeks with all your clients and contacts right away. Thanks so much for your continued efforts and faith in our products!

All The Best,

Brian Andrews
President, All American EFX

Pure • Potent • Drug-free

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Kre-Alkalyn Clinical Trial

“Using Olympic-Level Weight Lifters”

Start Date: **March 1st 2006th**

Finished Date: **April 30th, 2006**

Dr. Kamen Stroychev & Neno Terziiski, **Comparison of Kre-Alkalyn to Creatine on body composition, muscular performance, & safety:** Dr. I.S. Greenberg Medical Center, Sofia, Bulgaria.

Objectives: The purpose of this study was to compare the effects of Kre-Alkalyn and Creatine Monohydrate on training induced changes in strength and body composition using Olympic-level weight lifters.

Methods: Using a random, double-blind design, 24 healthy men from the Bulgarian National Weight Lifting Team were selected and assigned to ingest 10 capsules x 750 mg of Kre-Alkalyn daily (for the test group) and 10 capsules x 750 mg of creatine monohydrate (for the controlled group). Verification of purity was assayed by an independent laboratory. Body weight was monitored, even though participating athletes were on strict diets due to their Olympic status of competition. Muscular performance was measured in the snatch, clean & jerk, high snatch, & back squat. Lifts were performed at maximum resistance for 1 repetition. The duration of the study was 60 days. Measurements were taken on baseline day and every day throughout the study per each athlete’s schedule. The best lift during the administration part of study was used for the comparison. Each athlete was required to maintain their normal dietary and training patterns during the study.

Results: The Creatine Monohydrate group showed an average increase over baseline of 8.39% for the snatch, clean & jerk, high snatch, & back squat. The Kre-Alkalyn group showed an average increase over baseline of 10.76%. By comparison, the average increase in total lifts for the Kre-Alkalyn group in the snatch, clean & jerk, high snatch, & back squat was 28.25% over the Creatine Monohydrate group.

Additionally, the Kre-Alkalyn group appeared to be healthy without any side effects from daily Kre-Alkalyn administration. No significant changes in body weight for either the Creatine Monohydrate group or the Kre-Alkalyn group were noted.

Conclusion: Within the framework and context of the current experimental design, this study concluded that subjects in the Kre-Alkalyn group increased their weight poundages by an average of 28.25% over subjects in the Creatine Monohydrate group. It should be noted that it is quite difficult for high-caliber Olympic-level athletes to produce considerable improvements in their muscular performance in such a short time-frame. Therefore, a 28.25% increase is considered to be a significant value.



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ANALYTICAL REPORT

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DATE: March 17, 2006

Sample:	Lot Number:
Creatine	pH 4

Contact Duration (min)	Result	Unit
0.25	0.94	relative wt
0.50	0.86	relative wt
0.75	0.75	relative wt
1.00	0.66	relative wt
1.25	0.57	relative wt
1.50	0.49	relative wt
1.75	0.38	relative wt
2.00	0.31	relative wt
2.25	0.21	relative wt
2.50	0.16	relative wt
2.75	0.06	relative wt
3.00	0.005	relative wt

Determination based upon formation of creatinine under buffered incubation condition. Solution 1% creatine in simulated gastric solution (0.5% betain/pepsin in 1M HEPES buffer pH controlled with 5M HCl and 5N NaOH). Creatinine determination performed by PDA spectrophotometer in kinetic mode, scanning at 15 sec intervals with an integration time of 0.5 sec. Detection in 1 cm path length flow cell at 37°C with test analyte flowing at 1 ml/min. Reagents obtained from Sigma-Aldrich.

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Director of Chemistry