



7 SYSTEMS®
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 s p o r t s s u p p l e m e n t

7SYSTEMS NAMES 2010 PRO TEAM

December 9, 2009, TORONTO, ON: 7SYSTEMS, the endurance sport supplement chosen by Olympians and recreational athletes all over Canada, has just named ten athletes to their 2010 Pro Team. The 7SYSTEMS Pro Team was chosen from among Canada's top athletes. With hundreds of applicants, the team was picked on the basis of podium finishes, amazing athletic feats and strength of character.

"We're really excited about 7SYSTEMS' 2010 Pro Team," said Jasper Blake, 7SYSTEMS founder and Pro Ironman™ Triathlete. "Although we have traditionally been focused on the triathlon community, we are starting to see growing interest from people of all ages and abilities taking part in other endurance sports like running, cycling, paddling and rowing. It is especially gratifying to see the high level of awareness and interest from many of Canada's top endurance athletes competing at the Olympic level as those folks only want to use a supplement that works. This interest demonstrates the versatility of our product and the breadth of support that it provides to all kinds of athletes."

The 7SYSTEMS 2010 Pro Team collectively boasts numerous Olympians, Olympic medalists, National and Ironman™ Champions, World Cup winners and World Champions in their respective sports.

The 7SYSTEMS 2010 Pro Team is:

ATHLETE	SPORT
Jasper Blake	Triathlon – Ironman™
Megan Brown	Running - Cross Country / Track and Field
Adam Campbell	Running – Marathon
Lauren Groves	Triathlon – Olympic Distance
Malcolm Howard	Rowing
Kyle Jones	Triathlon – Olympic Distance
Mike Neill	Triathlon – Ironman™
Adam Van Koeverden	Canoe / Kayak
Simon Whitfield	Triathlon – Olympic Distance
Erinne Willock	Cycling – Road
Ray Zahab	Running – Ultra marathons, expeditions

Unlike many sponsorships, 7SYSTEMS does not pay its athletes to use its product. 7SYSTEMS takes this approach as they want athletes to choose 7SYSTEMS as their nutritional training partner based on the actual physical benefits it provides them not for financial reasons.

“I chose to work with 7SYSTEMS because, in my opinion, it is the best sport supplement available for endurance athletes available in Canada,” said three-time Olympian and two-time medallist, Simon Whitfield. “Since I began using it I have definitely felt a difference in my performance and recovery. I believe 7SYSTEMS has created a nutritional supplement that actually delivers on its claims and I think its motto ‘you do more you need more’ defines my life well.”

“Simon has been a world-class athlete for over ten years. His performances span three Olympic Games and his eyes are set on a fourth”, said 7SYSTEMS founder Jasper Blake. “However, his lifestyle has changed over the last couple of years and he needs an edge as he trains for 2012. As a current competitive Ironman™ athlete and new father, I really developed 7SYSTEMS to meet my needs. I’m just glad that it is providing many athletes with the support they have been looking for!”

More information on the 7SYSTEMS 2010 Pro Team can be found at www.7systems.ca.

About 7SYSTEMS

7SYSTEMS endurance sport supplement contains over 60 key ingredients. Tested by high performance athletes, 7SYSTEMS *endurance sport supplement* is being credited by many athletes as a factor in their success. However, not only is it important to have an ‘edge’ in today’s competitive environment, it is important that the ‘edge’ is permitted. The manufacturer has guaranteed that 7SYSTEMS *endurance sport supplement* is produced in a facility that does not handle any of the raw compounds on the WADA banned substance list.

7SYSTEMS endurance sports supplement is manufactured by Douglas Laboratories, a well know and respected company that meets or exceeds Health Canada’s Good Manufacturing Practices in its operations and is one of only a few ISO certified nutritional supplement manufacturers in North America. Independent studies have shown Douglas Laboratories supplements to be among the top three in absorbability when compared to other products on the market.

For more information and research notes please visit: www.7SYSTEMS.ca

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