

# DSM Press Release

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## DSM Nutritional Products

Communications

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Kaiseraugst (CH), September 1<sup>st</sup> 2009

## **DSM teams up with Myprotein.co.uk as Exclusive Online Retailer for PeptoPro<sup>®</sup> in the UK**

In July 2009, DSM agreed to make Myprotein.co.uk the exclusive online retailer for the PeptoPro<sup>®</sup> brand protein peptide in the UK. Launched just five years ago, Myprotein.co.uk is now the leading manufacturer and online supplier of sports nutrition in the UK. Only last month, they were short listed for the finals of the National Business Awards Small to Medium Size Business of the Year. Their website receives over 10,000 unique visitors each day, they run a bi-weekly newsletter that goes out to over 150,000 registered consumers and they have a very active internet forum which is already awash with threads about PeptoPro<sup>®</sup>.

As Jacob Baully, Market Development Manager for PeptoPro<sup>®</sup> in Europe puts it: *“Over the last two years we have seen a significant increase in the awareness of PeptoPro<sup>®</sup> at the customer and consumer level in mainland Europe, South Africa and the USA. Our main focus moving forward is to duplicate this success in other markets, and Myprotein’s leading position in the UK makes them the perfect partner with which to execute this strategy.”*

Myprotein has a reputation for providing innovative, high quality products at a fraction of the price of mainstream brands sold through regular retail channels. *“PeptoPro<sup>®</sup> is establishing itself as the number 1 protein peptide source for people who are serious about their bodybuilding and fitness goals. As the premier supplier of high quality sports nutrition products in the UK, this makes it a perfect fit for our brand.”* Oliver Cookson, Founder and Managing Director of Myprotein.

PeptoPro<sup>®</sup> is a formulation of di and tri peptides for ultra-fast delivery of amino acids to the muscles. The efficient delivery of these “building blocks” to the muscles enhances endurance, accelerates recovery and promotes muscle protein synthesis during and after exercise.

PeptoPro<sup>®</sup> is used as an ingredient in a wide variety of products, including powdered and RTD sports beverages and gels for endurance, recovery and muscle growth. It is used by top sports teams, professional triathletes, bodybuilders, leading cycling teams and several world-class football and rugby squads as well as thousands of other amateur and elite athletes all over the world. Furthermore, the number of satisfied users is growing rapidly thanks to the increasing awareness of the clear and noticeable effects of PeptoPro<sup>®</sup>.

## **About DSM Nutritional Products**

DSM Nutritional Products is the world's leading supplier of vitamins, carotenoids and other fine chemicals to the feed, food, pharmaceutical and personal care industries. The business has sales of over EUR 2 billion and a long tradition as a pioneer in the discovery of new products, new formulations and attractive applications for all industry segments. More information at [www.dsmnutritionalproducts.com](http://www.dsmnutritionalproducts.com)

### **About DSM – the Life Sciences and Materials Sciences Company**

Royal DSM N.V. creates innovative products and services in Life Sciences and Materials Sciences that contribute to quality of life. DSM's products and services are used globally in a wide range of markets and applications, supporting a healthier, more sustainable and more enjoyable way of life. End markets include human and animal nutrition and health, personal care, pharmaceuticals, automotive, coatings and paint, electrical and electronics, life protection and housing. DSM has annual net sales of EUR 9.3 billion and employs some 23,500 people worldwide. The company is headquartered in the Netherlands, with locations on five continents. DSM is listed on Euronext Amsterdam. More information: [www.dsm.com](http://www.dsm.com)

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### **Forward-looking statements**

This press release contains forward-looking statements. These statements are based on current expectations, estimates and projections of DSM, and information currently available to the company. The statements involve certain risks and uncertainties that are difficult to predict and therefore DSM does not guarantee that its expectations will be realized. Furthermore, DSM has no obligation to update the statements contained in this press release. The English-language version of the press release is leading.