

FOR IMMEDIATE RELEASE

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Of interest to editors and journalists covering: sports, sports news, steroid abuse, health and fitness.

PETE ROSE ENDORSES VITAMIN SUPPLEMENT, 1ST STEP FOR ENERGY.

Liquid Vitamin Supplement Used by Over 10,000 NCAA Athletes As Safe Product To Promote Peak Performance

LOS ANGELES – June 1, 2005 -- Full Performance Fitness Inc. ([www.FullPerformanceFitness.com](http://www.FullPerformanceFitness.com)) has signed a deal with baseball legend, “The Hit King”, Pete Rose to promote their product, 1st Step for Energy, a liquid vitamin and mineral supplement. Pete Rose believes in this product as a safe, effective product for everyday people as well as athletes training for peak performance. He was first introduced to the product by a friend of his son’s that played basketball with him. The friend attends Louisiana State University (LSU) and plays football there. The athletes at LSU and over 90 other NCAA sports programs use this product to help them recover more quickly from intense workouts. Pete Rose encourages all young athletes and students to stay away from steroids, and to stay strong and healthy through hard work, dedication, balanced living and safe supplementation.

Radio advertising for the product begins in Los Angeles on May 31st on KFVB news radio AM 980. Proceeds that Pete Rose earns from this deal will be donated to his son’s college.

Vitamins and minerals are the basic foundation of proper nutrition, which keeps the organs working at maximum efficiency and effectiveness. Scientific studies have shown that pills and capsules do not digest or absorb into the system well, resulting in waste. However, liquids provide much better absorption and retention in the body. Many people have trouble swallowing pills and capsules and 1st Step for Energy delivers a full day’s recommended allowance in just one, great tasting, ounce of liquid. These statements have not been evaluated by the FDA and this is not a claim to diagnose, prevent or treat any disease or illness.

Full Performance Fitness Inc. is the marketing arm for High Performance Fitness Inc. that created 1st Step for Energy in 1997 and oversees production. There are currently over 100 university sports programs as well as professional teams and Olympic athletes using the product. There are 71 pharmaceutical-grade vitamins and minerals in a water base with a “citrus burst” natural flavoring. More information as well as audio of the Pete Rose commercial is available at [www.FullPerformanceFitness.com](http://www.FullPerformanceFitness.com). To order visit the website or call 1-866-357-STEP, 1-866-357-7837.

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