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CUUR WEIGHS IN ON SUPPLEMENTS AT SAN DIEGO FITNESS EVENT

Supplement show finds support from Mr. Olympia, Jay Cutler, to promote a fit America!

SAN DIEGO, CA- (August 25, 2007)- Over two thirds of America is overweight. Is it a lack of education or motivation? Mr. Olympia, World Champion Jay Cutler, along with IFBB figure professionals and body builders will be at World's Gym in San Diego to sign autographs and give workout tips to the public. They are hoping to help educate the public about living a fit lifestyle, eating healthy, and exercising regularly.

Where can the average American find motivation? In a clinically tested nutritional supplement to help them see results more quickly. The 619 Muscle event will be showcasing their supplement vendors, who will educate the public on safe and effective use. CUUR, a new celebrity trainer recommended dietary supplement from Sweden will give samples to attendees. The focus will be on a positive lifestyle change, not a magic pill. Celebrity trainer, Valerie Waters, gives her eating and exercise recommendations inside every box of CUUR.

It doesn't stop at education and motivation. How about some entertainment? 619 Muscle is hosting a Hot Bodies Contest where the winners will receive over \$1,000 in cash and prizes, all for the pages of the 2008 619 Muscle calendar. CUUR, the new diet pill from Sweden, will be promoting a positive self image by showing their "Wear your bikini with confidence" banner and awarding the 1st Runner Up with a CUUR beach bag packed with a 3-month supply of CUUR, a Brazillian designer bikini and an ipod.

"CUUR is excited to support the supplement industry- most importantly the men and women who are finding success with their fitness and overall health, since they're the role models for those who are struggling. We want to help contribute to a healthier, happier America," says CUUR President, Gwen Kent.

NOTES FOR THE EDITOR:

About 619 Muscle

Whether your goals are general health and weight management or improving your game on the court, on the field, or in the gym, 619 Muscle and World Gym San Diego have the tools to get bodies fit! On site features include massage therapists, on site chiropractic care and holistic health care, expert personal training, spinning class and extreme endurance training, martial arts training and the home of several independent top level "bootcamp" style training programs! For more information, please visit www.691Muscle.com.



About CUUR

CUUR was formulated by Dr. Krotkiewski, "the Father of European Weight Management Research" exclusively for Scandinavian Clinical Nutrition. This safe and natural formula contains a clinically studied proprietary blend of herbal extracts. The CUUR Plan, developed by A-list celebrity trainer Valerie Waters, helps support weight loss, boosts metabolism, supports energy and boasts a thermogenic formula. A 30 day supply of CUUR sells for \$39.99 and can be purchased from retailers nationwide. For more information, visit www.CUUR.com.



About Scandinavian Clinical Nutrition

Scandinavian Clinical Nutrition AB (**SCN MTF**) acts as a holding company and marketing arm in the development and distribution of clinically tested, scientifically documented products within the field of nutrition (nutraceuticals). Established in 2006, SCN maintains a product portfolio with established trademarks, such as [CUUR](http://www.CUUR.com), Membraseven, and Ledactin. Core competence and strategic alliances, within both R&D and sales, in combination with innovative and clinically proven products, create the ideal conditions for profitable growth both in Sweden and internationally. The SCN share is listed for trade on NGM Nordic MTF since December 6, 2006. For more information, please visit www.scnnutrition.com.