



Press Contact:

Lindsey Carnett, Marketing Director
Phone: +1 (805) 405-3966
Lindsey.Carnett@scnutrition.com

Investor Relations Contacts

United States Contact:

Gwen Kent, President
Phone: +1 (847) 226-3273
Gwen.Kent@scnutrition.com

Scandinavian Contact:

Ulf Soderberg, CEO
Phone: +46 708 13 22 81
Ulf.Soderberg@scnutrition.se

**STRATEGIC PARTNERSHIP ESTABLISHED BETWEEN SCANDINAVIAN CLINICAL
NUTRITION USA, LLC AND ADVANCED MARKETING AND SALES, INC.**

New CUUR Weight Loss System Gains Additional Support in US Market

"I have seen several dietary supplements throughout the years. Not since the launch of Metabolife has a product like CUUR come around." -John Faerber, President of Advanced Marketing and Sales, Inc.

CHICAGO- (April 26, 2007)- [Scandinavian Clinical Nutrition USA, LLC](#), a subsidiary of Sweden-based Scandinavian Clinical Nutrition ([SCN MTF](#)) has entered into a strategic mass market partnership with Advanced Marketing and Sales, Inc. John Faerber, President of [Advanced Marketing and Sales, Inc.](#) has been contracted to help manufacture, consult, and broker for [CUUR](#), first to be launched in a pipeline of health related products by Scandinavian Clinical Nutrition USA, LLC.

"We are very excited to have John Faerber and Advanced Marketing and Sales, Inc., with over 20 years of experience with food, drug and mass retailers, working with us to launch CUUR into the US market," says [Gwen Kent, President](#) of Scandinavian Clinical Nutrition USA, LLC.

Advanced Marketing and Sales, Inc. was the same organization who launched Metabolife, the best-selling, largest grossing dietary supplement, into retail. Faerber is confident that CUUR, with its all-natural, synergetic formula designed to make dieting easier and more effective, will rank in the top 10 diet products in mass market.



"We are very excited about this new dietary supplement, CUUR, that Scandinavian Clinical Nutrition USA, LLC is preparing to launch. There has been a lot of negative press in the dietary supplement category recently. The CUUR weight loss system is launching at the right time. It is positioned perfectly to change the collective perception of dietary supplements among US consumers. Together with its proven clinical results and a multi-million dollar ad campaign, CUUR should be very successful in the retail market," says Faerber.

Clinically tested, CUUR comes to the US market from Sweden, which is why it's known to many as "The Swedish Secret." While green tea, one of CUUR's primary ingredients, is no secret to the world, it's the proprietary blend of other natural ingredients (yerba mate, birch leaf and coleus forskohlii) developed and patented by Dr. Marcin Krotkiewski, that makes CUUR a success with those who use it.

In addition to the [thermogenic](#) formula that comes in vegetarian capsules, boxes of CUUR also include "The CUUR Plan" developed by A-list celebrity trainer, Valerie Waters, who recommends CUUR to her clients. Included in "The CUUR Plan" are a series of exercises and meal recommendations to promote a healthy lifestyle.

"We're being embraced by the press and celebrities alike for our honest and responsible messaging," says Kent.

CUUR launches in mass market in Fall 2007 and with a quality product that works, consumers will surely help to boost sales when they see it on shelves nationwide, just in time for diet season.

For more information, please contact Lindsey Carnett, US Press Contact for CUUR and Scandinavian Clinical Nutrition USA, LLC: Lindsey.Carnett@scnutrition.com or +1 (805) 405-3966.

NOTES FOR THE EDITOR: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 includes extract from green tea, birch leaf, yerba mate and colesu forskohlii. The CUUR Plan, developed by A-list celebrity trainer Valerie Waters, helps support weight loss, boosts metabolism, supports energy and provides a thermogenic formula. A 30 day supply of CUUR sells for \$39.99 and can be purchased at Vitamin Shoppe, Vitamin World, Health Food Shops and specialty retailers nationwide. For more information, visit www.CUUR.com.

About Scandinavian Clinical Nutrition

Scandinavian Clinical Nutrition AB (SCN MTF) works in R&D and sales of scientifically documented products within the field of nutrition (nutraceuticals). Established in 2006, SCN maintains a product portfolio with established trademarks, such as CUUR, Membraseven and Ledactin. Core competence and strategic alliances, within both R&D and sales, in combination with innovative and scientifically documented products, create the right conditions for profitable growth both in Sweden and in the company's export markets. For more information, please visit www.scnutrition.com.

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