



FOR IMMEDIATE RELEASE

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24ravens Announces Release of Cleanest Whey Protein on the Market

Proprietary Protein Offers Powerful Immunity, Weight, and Muscle Support

Whitefish, MT – July 31, 2012 – Most whey protein powders on the market today are chemically laden with artificial sweeteners and fillers and are so over-processed that the essential immune-supporting micronutrients and amino acids are damaged, making the protein acidic, nutritionally deficient, and not fit for human consumption. Chronic use of damaged protein isolates can lead to degenerative diseases. With younger athletes consuming whey protein at unprecedented rates, the need for clean, undamaged protein has never been greater.

24ravens, a global nutraceutical company committed to naturally supporting the immune system, has now unveiled pulse, the finest biologically-active, non-denatured, native whey protein designed to maintain the full range of all the fragile immune-modulating and regenerative components naturally present in fresh raw milk. Pulse supports lean, healthy muscle growth, enhances muscle recovery, controls hunger, manages weight, supports joint health, and maintains good energy levels naturally without compromising health with damaged protein.

"I've created sports nutrition lines for elite athletes in the past, but nothing compares to the breakthrough we have achieved in bringing a clean, natural whey protein to market," says Dr. Rollan Roberts II, 24ravens founder and CEO. "The whey protein community is learning that their overheated protein isolate contains putrid proteins, which are more damaging to your health than rancid fats. We challenge people to join the Clean Protein Revolution by using pulse."

Pulse uses milk derived from cows that are 100% grass-fed and graze year-round on natural pastures. It is low glycemic, GMO-free, hormone treatment-free, pesticide and chemical-free, undergoes minimal processing, and contains no added sugar or artificial sweeteners.

Pulse is available at select retailers and online at www.PulseSportz.com.

About 24ravens

Located in Whitefish, Montana, 24ravens combines the most advanced nutritional and cosmetic science and the best of Mother Nature to create one-of-a-kind products that support a healthy immune system. AID is the flagship medicinal-grade product, and pulse is the flagship sports nutrition product designed for weight management and joint, muscle, and immune system support. They are available at select retailers and online at www.24ravens.com and www.PulseSportz.com.

* These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

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