

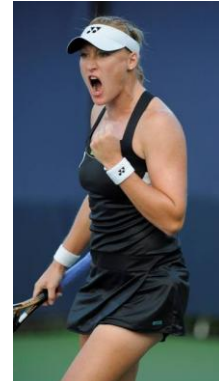


NEOVITE CASE-STUDY

Client: Colostrum (UK) Limited

Website: www.neovite.com

Services: Public Relations & Sponsorship consultancy



Colostrum UK imports colostrum products from the world's largest producer, Fonterra of New Zealand, and markets to both retailers under the brand Neovite and wholesales to established sports nutrition companies. End-customers include professional and highly-ranked amateur athletes, Olympic medal-winners, National squads, rugby union teams, premiership football clubs, and world record breakers in triathlon, cycling and running.

Colostrum provides all the essential nutrients, vitamins, minerals and amino acids we need to make it through the first days of life. It's the first milk produced by cows after calving and is a rich source of bioactive components such as immunoglobulins, cytokines, interleukins and growth factors.

PR activities included:

- PR & Media relations strategy & planning.
- Leveraging Neovite news through trade, consumer, sports, health and online media.
- Social media strategy and ongoing management and evaluation.
- Corporate partnerships with the media & key NGB's.

Our PR campaigns have included working with the following Neovite sponsored athletes:

Cecilia Morrison - British and World veteran 70-74 age-group 5000 & 1500 M champion,
Gustav Larsson - Olympic and World Time-Trial silver medal cyclist,
Sharon Gayter - top ultra marathon runner, Land's End to John O'Groats record breaker,
Elena Baltacha - British No.1 and No.47 WTA Tour tennis player,
Scott Neyedli - International Ironman winner / podium finisher & 3 times Scottish National Triathlete Champion
Germain Burton - U16 National Youth Road Circuit Champion and U16 National Champion,
Peter Norfolk - World No 1 quad wheelchair singles tennis player.

Editorial coverage has been secured in on the following sites and magazines: tri247.com, run247.com, Sportsister.com, Single Track, 220 magazine, 220triathlete.com, Running Fitness, Running Free, 220, Tennis Head, Ace, Cycling Weekly, Women's Running.

Video testimonials can be found at <http://www.youtube.com/user/frogleapvideo#p/u>