FOR IMMEDIATE RELEASE

News

Abbott Launches New Ensure® Shakes with Focus on Helping Baby Boomers Regain Muscle and Strength

New Ensure Muscle Health and Ensure Clinical Strength Shakes Feature the Proprietary Ingredient Revigor™ and Protein to Help Rebuild Muscle Mass Lost Naturally With Age

ABBOTT PARK, Ill., Sept. 16, 2010 – Responding to the growing needs of America’s aging baby boomer population, the global health care company Abbott today introduced two new nutrition shakes – Ensure® Muscle Health and Ensure Clinical Strength.

Ensure Muscle Health shakes provide Abbott’s proprietary ingredient, Revigor™, a source of HMB (beta-hydroxy-beta-methylbutyrate, an amino-acid metabolite), and 13 grams of protein to help rebuild muscle and strength naturally lost over time.* Ensure Clinical Strength shakes offer focused clinical nutrition coupling the benefits of Revigor and protein with Immune Balance, a unique blend of prebiotic fiber to support digestive tract health and antioxidants† to support the immune system.

News Facts:

- Clinical research shows that starting at age 40, people can start to lose eight percent of muscle mass per decade, which can lead to loss of strength and mobility. Weakness, fatigue, low energy and weight loss are signals of muscle loss, which can reduce quality of life.
- When diet and exercise are not enough, Ensure Muscle Health shakes support muscle health with Revigor, Abbott’s proprietary ingredient, and 13 grams of protein to help rebuild muscle lost naturally over time.*
- Revigor is a source of HMB, a naturally-occurring amino-acid metabolite found in foods, such as catfish and avocados. It helps protect muscle cells, preserve muscle tissue and promote muscle growth.

* In studies in healthy and exercising adults
† Vitamins C and E and selenium.

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- In the elderly, illness or injury accelerates muscle loss⁵-⁸. A clinical study showed hospitalized elderly patients lost more than 10 percent of total leg muscle mass in just three days⁶.
- For people with serious health goals, Ensure® Clinical Strength shakes provide 350 calories and feature Revigor™, protein, and Immune Balance, a unique blend of prebiotic fiber to support digestive tract health and antioxidants‡ to support the immune system.
- Clinical studies of healthy, exercising adults have shown that an intake of three grams of HMB per day is effective in building and maintaining lean body mass. Two servings of Ensure Muscle Health and Ensure Clinical Strength per day provide three grams of Revigor (a source of HMB) and protein, to support muscle health.
- Both new Ensure shakes are an excellent source of 24 essential vitamins and minerals and are low in saturated fat and cholesterol.§
- Available in eight-ounce, reclosable plastic bottles Ensure Muscle Health and Ensure Clinical Strength shakes are perfect for an occasional breakfast, lunch or between-meal snack.

Commentary on Muscle Health and the New Ensure Shakes:

From Dr. Vonda Wright, orthopedic surgeon and director, Performance and Research Initiative for Masters Athletes, University of Pittsburgh Medical Center; author of Fitness After 40: How to Stay Strong at Any Age:

"While many Americans are not taking steps to protect their muscle health now, the good news is that people can take action to prevent, delay or even reverse muscle loss. Improving muscle health requires a whole-body approach because exercise alone is not enough to help us maintain or regain muscle mass as we age. Proper, balanced nutrition is also critical to building and retaining muscles. New Ensure Muscle Health shakes, which have Revigor and protein, are a great way to get the nutrients your body needs to stay active."

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‡ Vitamins C and E and selenium.
§ See nutrition information for total fat content.
"A balanced diet full of protein, whole grain fiber, brightly colored fruits and vegetables containing iron, calcium and vitamin D is essential for healthy muscles. To help rebuild muscle lost naturally over time, I recommend Ensure® Muscle Health shakes. They have protein and Revigor™, a source of HMB, a naturally-occurring substance that can help slow protein breakdown while promoting the production of new muscle tissue. Mother Nature gives us HMB naturally in our diets, but to put it in perspective, you’d have to eat 7,000 avocados to get the HMB in one serving of Ensure® Muscle Health."

From Rob Miller, divisional vice president, Global R&D and Scientific Affairs, Abbott:
"Abbott scientists have been studying muscle loss for more than a decade. We’ve taken our expertise with HMB, the ingredient that has been clinically shown to support muscle mass and functionality in healthy, exercising adults, and have added it to one of our therapeutic nutrition products for people over 40 who are naturally losing muscle with age."

The New Look of Ensure Shakes:
In addition to two new innovative nutrition shakes, Abbott recently re-launched its product line and introduced a new, streamlined look for the Ensure brand. With an updated logo and bold packaging, it is easier than ever for consumers to find the Ensure shake to fit their nutritional needs, whether it’s Ensure Muscle Health, Ensure Clinical Strength, Ensure Immune Health, Ensure Bone Health, Ensure or Ensure Plus.

Where to Buy Ensure Shakes:
Ensure shakes can be purchased nationwide at pharmacies, grocery stores, drug stores, wholesale clubs and mass merchandisers, or online at www.AbbottStore.com.

Flavors:
Ensure Muscle Health shakes are available in four delicious flavors:

- Creamy Milk Chocolate
- Homemade Vanilla
- Strawberries & Cream
- Banana Cream

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Ensure® Clinical Strength shakes are available in three delicious flavors:
- Creamy Milk Chocolate
- Homemade Vanilla
- Strawberries & Cream

Multimedia:

**Improve strength and mobility as you age:**
Tip sheet from Dr. Vonda Wright

**Test your muscle strength:**
Tip sheet from Dr. Vonda Wright

**Watch how Revigor™ works:**

**Learn how muscle loss could affect you:**
Check out the Ensure® Classic at Rock Barn, A PGA Champions Tour event:

Find out which Ensure shake is right for you:

Get high-resolution images:
About Ensure®
Made by Abbott, the Ensure line of shakes helps to satisfy a variety of nutritional needs:
- Ensure shakes provide a source of Complete, Balanced Nutrition® with 24 essential vitamins and minerals, an excellent source (320 mg) plant-based omega-3s (20% of 1.6 g Daily Value), and antioxidants vitamins C and E and selenium to help the body get strong on the inside.
- Ensure Plus shakes are a great source of nutrient-rich calories and protein to help gain or maintain healthy weight.
- Ensure Muscle Health shakes have Revigor™ (a source of HMB) and are also an excellent source of protein to help rebuild muscle and strength naturally lost over time.
- Ensure Immune Health shakes feature Immune Balance, a unique blend of prebiotics to support digestive tract health and antioxidants** to support the immune system.
- Ensure Bone Health shakes have Caltrius™ to help build strong bones.
- Ensure Clinical Strength shakes have Revigor™ (a source of HMB) and protein to help rebuild muscle, and Immune Balance, a unique blend of prebiotics to support digestive tract health and antioxidants†† to support the immune system.

Full nutrition information is available at www.ensure.com.

About Abbott Nutrition
For more than 85 years, Abbott Nutrition has been developing and marketing science-based nutritional products to support the growth, health and wellness of people of all ages. Internationally recognized brands include the Similac® brand of infant formulas; the Gain® brand of growing-up milks; the PediaSure® line of nutritionals for children; and the Ensure® brand of complete and balanced nutrition for adults.

The company is a leader in nutritional products clinically shown to address the distinct dietary needs of people with serious health conditions or special nutrient requirements, such as the Glucerna® brand of nutrition shakes, bars and cereal for people with diabetes.

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** Vitamins C and E and selenium.
†† Vitamins C and E and selenium.
Abbott Nutrition also offers EAS® specialized products to meet the unique nutritional needs of athletes, as well as ZonePerfect® all-natural nutrition bars for busy, active lifestyles.


About Abbott
Abbott is a global, broad-based health care company devoted to the discovery, development, manufacture and marketing of pharmaceuticals and medical products, including nutritionals, devices and diagnostics. The company employs nearly 90,000 people and markets its products in more than 130 countries.

Abbott’s news releases and other information are available on the company’s Web site at www.abbott.com.

Related Links
For more information, please visit the following websites:

- Ensure website: http://www.Ensure.com
- Media Assets: http://www.e-mediaroom.com/Ensure
- Doctor Vonda Wright: http://www.VondaWright.com
- University of Pittsburgh Medical Center Performance and Research Initiative for Masters Athletes: http://www.upmc.com/Services/sportsmedicine/services/performance/Pages/prima.aspx
- Health Central: http://www.healthcentral.com
- Buy Dr. Wright’s Fitness After 40 book: http://www.amazon.com/Fitness-After-40-Stay-Strong/dp/0814409946


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