



Sport Endurance Projects \$7.4 Million in Sales Through 2011

Figure Expected to Surpass \$38.7 Million by 2013

SALT LAKE CITY, Aug. 11, 2010 (GLOBE NEWSWIRE) -- Sport Endurance, Inc (OTCBB:[SENZ](#)), a health supplement company, announced today that the Company management expects to generate over \$7.4 million in sales of its revolutionary Liquid Gel Cap products through 2011. Management believes these figures will surpass \$38.7 million in revenues by 2013.

Revenues will be derived from sale of the Company's breakthrough dietary supplements, including; 8 Hour Energy Liquid Gel Caps, Creatine Liquid Gel Caps, Natural Sleep Aid Liquid Gel Caps.

"We are confident that we will meet or exceed these sales projections," said Robert Timothy, CEO of Sport Endurance, Inc. "Our supplements for building muscle mass, providing 8 hour energy supplements, and sleep aids have been reduced to a tiny gel cap size, represent a revolution in dietary supplements. Our Company is among the first in the exciting Liquid Gel Cap field."

Taking into consideration the unique superiority of our products, the explosive growth of the energy supplement, and energy shot market, and our distribution partnerships and sales force, we believe that these estimates are actually quite conservative."

The market for energy-boosting products has ballooned by more than 400% over the past five years. Sales have grown from \$1.2 billion in 2002 to an estimated \$6.6 billion in 2007. Market research firm, Packaged Facts, also projects that the energy supplement market will reach \$9.3 billion by 2011.

Safe Harbor Disclaimer

This material includes forward-looking statements based on management's Current reasonable business expectations. In this document, the words "can," "anticipates," "believes" and similar expressions identify certain forward-looking statements. These statements are made in reliance on the Private Securities Litigation Reform Act, Section 27A of the Securities Act of 1933, as amended. There are numerous risks and uncertainties that could result in actual results differing materially from expected outcomes. The material should be read in conjunction with the Company's current annual and quarterly reports filed with the SEC, which contain discussions of currently known factors that could significantly impact the Company's future.

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