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Sport Endurance to Capitalize on Growing Trends in the Booming Energy Supplement Market to Reach \$9.3 Billion by 2011

SALT LAKE CITY, Aug. 6, 2010 (GLOBE NEWSWIRE) -- Sport Endurance, Inc (OTCBB:SENZ), a health supplement company, announced today that the Company is positioned to capitalize on the growing trends in the rapidly expanding energy supplement market.

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' projects that the Energy and Health Supplement market will reach \$9.3 billion by 2011.

Two recent market trends 1) an emphasis on more natural ingredients over ingredients such as taurine and 2) and emphasis on energy "shots" rather than beverages.

The latest emerging trend in the health supplement field lies with Liquid Gel Cap products that can provide a delivery system that eliminates the after taste and negative reactions caused by the energy drinks and shots. Liquid Gel Caps are practical, easy to transport, and can be absorbed into the system in a shorter time frame than the predecessor shots.

The Company flagship product: Sport Endurance 8-hour Energy is one of the Company's premier products which use a state-of-the-art Liquid soft gel capsule delivery system. The Gel Cap, as a delivery system for the liquid gel, provides rapid absorption, no calories, no taste and quality assurance, as well as a time release factor that causes the product to be absorbed more evenly.

The Soft Gel Capsules contain ingredients that work with your body to increase metabolism, maintain energy, burn fat, increase self confidence, and help to create an overall positive attitude.

Sport Endurance recognizes that new market entrants must target market segments currently not dominated by the energy drink industry leaders, like Red Bull and Monster, such as the largely untapped female and older, more mature male markets. These markets are increasingly demanding healthier and more natural ingredients, smaller serving sizes, and fewer calories.

"Today's 24/7 lifestyles are driving the sales of energy products," stated Robert Timothy, CEO of Sport Endurance, Inc. "The next biggest trends in the booming industry are an increased focus on more natural ingredients and smaller serving sizes. These trends are currently pushing the rapid growth of the energy 'shot' segment, a segment that is currently not dominated by energy drink leaders like Red Bull and Monster. This largely untapped segment will be our primary focus, and one that we believe our all-natural 8-hour energy liquid gel caps will come to dominate over time."

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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Other Company Press Releases

[Board Meets Regarding Future of Sport Endurance, Inc. - Jan 27, 2011 09:00 ET](#)

[Sport Endurance Announces Analysts Report and Outlook for Company - Jan 25, 2011 09:00 ET](#)

[Sport Endurance Announces Development of New Weight Loss Liquid Gel Cap Product - Oct 21, 2010 10:10 ET](#)

[Sport Endurance Anticipates Significant Revenue Increase During Fourth Quarter - Oct 19, 2010 09:00 ET](#)

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Stock Quote

Symbol:	SENZ
Last Trade:	0.0015 (03/01/2012 ET)
Change:	+0.0000 (+0.000001%)
Day's Range:	0.00 - 0.00
Open:	0.00
Previous Close:	0.0015
TSO:	60,200,000
Market Cap:	120400
Day's Volume:	0

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