



WINFUEL Uses MotorSports to Launch First Ever Multi-VitaWIN

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Cedar Knolls, NJ ([PRWEB](#)) March 19, 2005 -- In the competitive world of motorsports, the main focus of team drivers and owners is winning. And so, it is only fitting that the new multi-vitamin called WINFUEL, chose to utilize NASCAR® as its primary marketing vehicle to launch its new product line.

WINFUEL, specially created for those whose lives are dedicated to winning, is the only vitamin to hit the shelves that goes beyond the traditional "for your health" daily vitamin routine. The product focuses instead on winning and the psychological as well as physiological stamina the body needs for a winning performance.

"Three separate formulas were created to meet the specific needs of men, women, and children," said Alex Goen, founder and CEO of WINFUEL, Inc. "Each formula provides more of certain key vitamins and minerals than found in other popular name brands."

WINFUEL Men's Formula

• WINFUEL Men's Formula has more Vitamin A, Vitamin C, Vitamin E, Thiamin, Riboflavin, Vitamin B6, Vitamin B12, Calcium, Magnesium, Zinc, Selenium, and Lycopene than Centrum® with Lycopene.

• WINFUEL Men's Formula has more Vitamin A, Thiamin, Riboflavin, Calcium, and Zinc than One-A-Day® Men's Formula.

WINFUEL Women's Formula

• WINFUEL Women's Formula has more Vitamin C, Vitamin E, Thiamin, Riboflavin, Vitamin B6, and Calcium than Centrum® with Lycopene.

• WINFUEL Women's Formula has more Vitamin A, Vitamin C, Vitamin E, Thiamin, Riboflavin, Niacin, Vitamin B6, and Pantothenic Acid than One-A-Day® Women's Formula.

WINFUEL GenNext™ (Ages 6-16) Formula

• WINFUEL Gen-Next has more Vitamin A, Thiamin, Niacin, Phosphorus, and Zinc than One-A-Day® Kids Scooby Doo! Complete Vitamin.

• WINFUEL Gen-Next has more Thiamin and Phosphorus than Centrum® Kids Rugrats® Complete.

Men's and Women's formulas are available in a 50-count bottle and a 120-count bottle. The soon to be released GenNext chewable formula will hit shelves in the Spring in a 50-count bottle. All formulas are competitively priced.

In addition to providing the body with daily nutritional supplements, WINFUEL vitamins fuel the mind with a competitive edge message.

"Look inside our bottle and you'll find each of our vitamin tablets stamped with one of 7 winning virtues: power, attitude, inspire, fierce, crush, desire and believe. Of all the vitamin brands on the shelves today, only WINFUEL enforces a winning philosophy," said Goen. And in today's competitive world who



doesn't want to accomplish great things, to win?

The new line was also created and manufactured to be instantly recognized as Designed For Winners. The strong, yet lightweight bottle is produced with 99.7% virgin aluminum and affords product protection against moisture and ultraviolet light. The bottle takes packaging to a new level while being environmentally friendly as well.

Competitive strength, optimism, and invincibility, are synonymous with NASCAR and the perfect venue for launching the new product. As a full season 2005 NASCAR Busch® Series sponsor through Braun Racing's #32 Chevy, driven by Shane Hmiel, the WINFUEL car is slated to run in Atlanta's Busch race this weekend and make its premiere run of seven NEXTEL® Cup Races on Sunday. WINFUEL is also a proud full season sponsor in the USAR Hooters® ProCup Series, Southern Division, through Junior Motor Sports.

WINFUEL can be purchased by calling 1-800-9-WINFUEL or by logging onto www.winfuel.com and will be found at WalgreensSM and other fine retailers in the near future.

About WINFUEL, Inc.

WINFUEL, Inc. headquartered in Cedar Knolls, New Jersey, is the maker of WINFUEL®, the first-ever multi-vitamin dedicated to those whose lives are committed to one thing - WINNING. WINFUEL, Inc. is a key sponsor in the NASCAR® racing circuit through Braun Racing, and the USAR Hooters® ProCup Series, Southern Division, through Junior Motor Sports. WINFUEL, Inc. is a supporter of various high-profile sports and celebrity events, such as: In the Spirit of the Game, the Critics Choice Awards, MusiCares®, and more. WINFUEL, Inc. is also working with numerous charitable organizations including Operation USA. For more information, visit www.winfuel.com or call 1-800-9-WINFUEL (946-3835).

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