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# MYOS RENS Technology Kicks Off College Football Season with the Launch of the Yolked® Rose Bowl Stadium Sweepstakes

CEDAR KNOLLS, N.J., Aug. 22, 2019 /PRNewswire/ -- MYOS RENS Technology Inc. ("MYOS" or "the Company") (NASDAQ: MYOS), an advanced nutrition company and the owner of Fortetropin®, a proprietary bioactive composition made from fertilized egg yolk that helps build lean muscle, announced today the launch of the **Yolked® Rose Bowl Stadium Sweepstakes**, (the "Sweepstakes"), a national, coast-to-coast campaign that will be promoted throughout the college football season to introduce Yolked to tens of millions of affluent, active, fitness-oriented consumers. The promotional face of the Sweepstakes is retired NFL All-Pro and college All-American offensive tackle, Joe Thomas.



Four grand prizes will be awarded to four winning Sweepstakes participants. Each experience includes:

- Two tickets to the Big Game on New Year's Day at Rose Bowl Stadium
- Two VIP pre-game hospitality passes
- Two VIP passes to the Tournament of Roses Parade
- Round trip airfare for two, hotel for two nights stay, ground transportation
- Commemorative memorabilia

The Sweepstakes will be promoted via Learfield IMG's expansive 50-state Digital Fan Network, strategically targeting fans who represent a geographic, demographic and behavioral fit, as well as Yolked's official social media channels [www.facebook.com/YolkedFortetropin](https://www.facebook.com/YolkedFortetropin), Instagram @YolkedFortetropin, and those of its endorsers and ambassadors.

"As someone who is passionate about College Football and the benefits of using Yolked, I am thrilled to announce the launch of the **Yolked Rose Bowl Stadium Sweepstakes**. This promotion will enable **Team Yolked** to connect with College Football fans across the country. Few nutrition products have been studied to the degree that Yolked has. Whether you're a competitive athlete or dedicated to a high-caliber fitness lifestyle, Yolked is a product that can help you achieve your muscle health goals. Working with Learfield IMG, we look forward to connecting with fans across the country," commented Joseph Mannello, CEO of MYOS.

A sure-fire future Pro Football Hall of Famer, **Joe Thomas**, played 11 seasons with the Cleveland Browns and was named to the Pro Bowl 10 times. He was also a unanimous All-American selection at the University of Wisconsin. Thomas stars in each of the Sweepstakes' promotional videos and will use his Twitter feed throughout the season to encourage fans to participate in the contest.

For more on the **Sweepstakes**, including eligibility, entry methods, entry periods, and official rules, please visit

[www.yolked.com](http://www.yolked.com).

### **About Yolked®**

Yolked is an NSF Certified for Sport® all-natural sports nutrition product designed to work in conjunction with your protein of choice to help your body utilize that protein more efficiently. Its key ingredient, Fortetropin®, is made through a patented process that maintains the vital nutrients of fertilized egg yolks to help build more lean muscle and decrease muscle loss. For more information, please visit [www.yolked.com](http://www.yolked.com).

### **About MYOS RENS Technology Inc.**

MYOS RENS Technology Inc. (MYOS), "The Muscle Company®", is a Cedar Knolls, NJ-based advanced nutrition company that develops and markets products that improve muscle health and performance. MYOS is the owner of Fortetropin®, a fertilized egg yolk-based product manufactured via a proprietary process to retain and optimize its biological activity. Fortetropin has been clinically shown to increase muscle size and lean body mass in conjunction with resistance training. MYOS believes Fortetropin has the potential to redefine existing standards of physical health and wellness. For more information, please visit [www.myosrens.com](http://www.myosrens.com).

### **Forward-Looking Statements**

*Any statements in this release that are not historical facts are forward-looking statements. Actual results may differ materially from those projected or implied in any forward-looking statements. Such statements involve risks and uncertainties, including but not limited to those relating to product and customer demand, market acceptance of our products, the ability to create new products through research and development, the successful results of strategic initiatives, the success of our products, including **Qurr®**, **Yolked®**, **MYOS Enteral Nutrition Formula™** and **MYOS Canine Muscle Formula®**, the success of our research and development, the results of the clinical evaluation of **Fortetropin®** and its effects, the ability to enter into new partnership opportunities and the success of our existing partnerships, the ability to generate revenue and cash flow from sales of our products, the ability to increase our revenue and gross profit margins, the ability to achieve a sustainable, profitable business, the effect of economic conditions, the ability to protect our intellectual property rights, competition from other providers and products, the continued listing of our securities on the Nasdaq Stock Market, risks in product development, our ability to raise capital to fund continuing operations, and other factors discussed from time to time in our filings with the Securities and Exchange Commission. We undertake no obligation to update or revise any forward-looking statement for events or circumstances after the date on which such statement is made except as required by law.*

These statements have not been evaluated by the Food and Drug Administration. Our products are not intended to diagnose, treat, cure or prevent any disease.

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