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MYOS Corporation Initiates Marketing Plan for Re Muscle Health(TM) Products

Strategy Focuses on Reaching Early Adopters Through Digital Media and Content Marketing

CEDAR KNOLLS, NJ -- (Marketwired) -- 05/26/15 -- [MYOS Corporation](#) ("MYOS" or the "Company") (NASDAQ: MYOS), an emerging [biotherapeutics](#) and [bionutrition](#) company focused on the discovery, development and commercialization of products that improve human muscle health and performance, announced today that it has engaged Media Horizons Inc. to prepare and manage a direct marketing campaign relying on digital and social media, among other techniques, for its Rē Muscle Health™ products.

Rē Muscle Health™ is MYOS' new proprietary brand. Media Horizons will work in conjunction with MYOS in order to create media and develop a powerful brand targeted at increasing the Company's market share in the bionutrition and dietary supplement sector. Rē Muscle Health™ products help re-build, rejuvenate and maintain lean muscle and are designed for individuals who want an all-natural product with clinically proven results. Fortetropin®, the proprietary ingredient in Rē Muscle Health™, is clinically proven to build healthy lean muscle through a fertilized egg based protein and lipid complex that increases protein synthesis and inhibits muscle degradation pathways.

Rē Muscle Health™ products contain 20 grams of protein to help protect, preserve and promote healthy lean muscle. Rē Muscle Health™ bars, powders and meal replacement shakes can be used daily:

- To increase both muscle thickness and lean body mass
- For workout recovery -- protein helps promote muscle recovery and growth
- As a snack or meal replacement

The Rē Muscle Health™ series comes in six flavors, and can be ordered online at www.remusclehealth.com.

Tom Reynolds, Sr. Vice President of Media Horizons, commented, "This is a very exciting opportunity for Media Horizons. Being innovative and helping develop efficacious brands that make a difference in the world is the core of our mission and value proposition. As a consumer of the Re Muscle Health product line, I believe we can build this brand into a leader in the muscle health space."

Lindsey Penrose, MYOS' Vice President of Business Development, added, "We believe digital media content marketing and advertising are great outlets to educate consumers regarding sarcopenia and how Re Muscle Health products can help them rebuild, rejuvenate, and maintain lean muscle as they age."

About MYOS Corporation

MYOS is an emerging biotherapeutics and bionutrition company focused on the discovery, development and commercialization of products that improve muscle health and function essential to the management of sarcopenia, cachexia and degenerative muscle diseases. MYOS is the owner of Fortetropin®, the first clinically proven natural myostatin inhibitor. Myostatin is a natural regulatory protein, which inhibits muscle growth and recovery. Medical literature suggests that lowering myostatin levels has many potential health benefits including increased muscle mass, healthy weight management, improved energy levels, stimulation of muscle healing as well as treating sarcopenia, a condition of age-related loss of muscle mass. To discover why MYOS is known as "The Muscle Company,"™ visit www.myoscorp.com

About Rē Muscle Health™

The Rē Muscle Health™ series is the Company's first branded line of muscle health products. This unique line of all-natural, non-GMO products contain Fortetropin®, an egg-based, all natural myostatin inhibitor clinically proven to build healthy muscle. The Rē Muscle Health™ series can be ordered by visiting www.remusclehealth.com. MYOS believes that Fortetropin®, as well as future products it envisions, will redefine existing standards for muscle health. The Rē Muscle Health™ product line is owned and sold directly by the Company. www.remusclehealth.com

About Media Horizons

Media Horizons ("MHI") helps companies cost effectively generate new customers and maximize their lifetime value. Founded in 1988, MHI is an entrepreneurial, independently owned direct marketing agency that offers a complete suite of services to provide measurable marketing solutions. MHI is dedicated to exceeding its clients' marketing goals, and achieving this by integrating cutting-edge direct marketing techniques with proven methodology and financial discipline. MHI (<http://www.mediahorizons.com>) has provided measurable solutions for prestigious brands in the home services, weight loss and nutritional categories.

MHI strives to develop the optimal combination of media, offer, and creative for maximum effectiveness and efficiency. Its core expertise is in utilizing offline & digital media to drive sales wherever the customer prefers to transact -- via website, phone or mail. MHI provides start to finish services to support any campaign, including Strategy, Research, Media, Creative & Production, Analytics, Database Marketing, CRM, Partnership Marketing and Customer Asset Management.

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 the successful continued research of Fortetropin® and its effects on myostatin inhibition, inflammatory cytokine levels and cholesterol levels, the successful launch and customer demand for our Rē Muscle Health™ and other products, including the marketing plan described herein, the continued growth of repeat purchases, market acceptance of our existing and future products, the ability to create new products through research and development, growth in our revenue, including sales of Rē Muscle Health through the MHI marketing plan, the successful entry into new markets including the age management market, the ability to collect our accounts receivable from our distributors, our

ability to raise capital to fund continuing operations, the ability to attract additional investors and increase shareholder value, the ability to generate the forecasted revenue stream and cash flow from sales of Fortetropin® and Rē Muscle Health™, the ability to achieve a sustainable profitable business, the effect of economic conditions, the ability to protect our intellectual property rights, the ability to maintain and expand our manufacturing capabilities and reduce the costs of our products, the ability to comply with NASDAQ's continuing listing standards, competition from other providers and products, risks in product development, and other factors discussed from time to time in our Securities and Exchange Commission filings. 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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Source: MYOS Corporation