



OREM, UT, August 20, 2008 – **Natural Edge, a leading all natural, vitamin rich meal supplement retailer, is proud to introduce JAMA products to their expanding product line.**

Natural Edge has once again outdone themselves. With their focus on continued customer support and service, they are proud to announce JAMA products. “Natural Edge has always supported a natural food diet. With JAMA, we believe our customers will benefit from a great tasting, high protein product. It is sure to be a great hit with our customers!”

JAMA is an Amaranth based product. **Amaranth** boasts a protein content of a remarkable 16% and is two to three times higher in lysine than most other grains. This important amino acid is low in most other grains. Amaranth is also 4 to 8 times higher in calcium and 3 to 5 times higher in iron – both critical elements for nutrition – than other common grains such as corn, wheat, and rice.

#### **About Natural Edge**

The Natural Edge team spent months in and out of the lab, testing and re-testing, tasting and re-tasting until they came out with a formulation so clean and meticulously crafted that lab technicians at some of the country's largest natural product manufacturers couldn't replicate the final product. The Natural Edge brand was born, and immediately filled a niche as the only Low-Glycemic, Great-tasting, All-Natural Meal Replacement and Pure Protein product-line on the market.

Natural Edge manufactures high-quality all-natural pure-blend whey protein and meal replacement products that help individuals lead healthy balanced lives. The complete Natural Edge line of products includes Meal Replacement, the Fat Burner MRP, and a Complete Blend Whey Protein. All products are available at fine natural health and specialty stores.

Natural Edge has been supplying their products to many of the major Health Food stores for the past 5 years. Natural Edge looks forward to all future customer and vendor relationships.

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