



FOR CLIENT FINAL REVIEW
January 28, 2011

Contact: Michael Berger, Media Relations
412.471.0840, berger@krome.com

DOUGLAS LABORATORIES OBTAINS EXCLUSIVE DISTRIBUTION RIGHTS TO CORVALEN® D-RIBOSE FORMULA

PITTSBURGH, PA – Douglas Laboratories announces that it has obtained exclusive distribution in North America of Corvalen® D-Ribose, a nutritional supplement formulated and clinically shown to help restore depleted energy reserves.

“We are proud to add Corvalen D-Ribose to our line of nutraceutical products, enhancing our promise to provide the best and latest supplements on the market,” said Doug Lioon, CEO. “Ribose is a highly sought after supplement among consumers due to its enhancing effect on their energy levels. And now, this product is only available to healthcare practitioners exclusively through Douglas Laboratories.”

Ribose is used by the body to regulate synthesis of adenosine triphosphate (ATP), which is the energy currency of cells. Corvalen contains a patented formulation of pure Bioenergy Ribose, a safe and clinically proven ingredient that accelerates the natural way the human body produces energy.

“We are discovering more natural supplements to aid in restoring our natural energy,” says Hyla Cass, MD. “One that has captured my imagination lately is D-ribose (Corvalen). Found in every cell of the body, particularly in muscles, its job is to make the energy that keeps us going.”

Corvalen D-Ribose supplementation has been clinically shown to support heart health and reduce fatigue, muscle pain, soreness, and stiffness associated with reduced cellular energy.* It has also been clinically proven to restore cellular energy needed to promote healthy tissue function, increase tolerance and improve quality of life.



Douglas Laboratories Corvalen® D-Ribose

For more information on Corvalen D-ribose, visit www.douglaslabs.com.

**This product has not been evaluated by the Food and Drug Administration.
This product is not intended to diagnose, treat, cure, or prevent any disease.*

ABOUT DOUGLAS LABORATORIES

Subsidiary of Atrium Innovations Inc. [TSX: ATB], Douglas Laboratories, the trusted choice of thousands of healthcare professionals for over 50 years, is at the forefront of the nutritional health industry, proudly researching, developing and manufacturing superior quality, science-based supplements that help people improve their health. Recognized throughout the industry for its uncompromising operational practices at its state-of-the-art, GMP-compliant manufacturing facilities. Douglas Laboratories continues to provide the added insurance of multiple domestic and international GMP certifications, including ISO-9001 Certification and ISO-17025 Accreditation for in-house laboratories, as well as NSF International Registration. Douglas Laboratories currently offers over 600 branded products, introducing new products on a continuous basis. Working with an experienced research staff of PhDs and a prestigious medical advisory board, Douglas Laboratories is committed to bringing innovative, science-based products to the marketplace. Douglas Laboratories distributes worldwide, with its headquarters located in Pittsburgh, Pennsylvania, USA. For additional information, please visit www.douglaslabs.com.

ABOUT ATRIUM INNOVATIONS (TSX: ATB)

Atrium Innovations Inc. is a globally recognized leader in the innovation, formulation, production and commercialization of science-based and professionally endorsed products for the health & nutrition industry. The Company focuses primarily on growing segments of the health and nutrition markets, which are benefiting from the trends towards healthy living and the ageing of the population. Atrium markets a broad portfolio of finished products through its highly specialized sales and marketing network in more than 35 countries, primarily in North America and Europe. Atrium has over 925 employees and operates seven manufacturing facilities. Additional information about Atrium is available on its website at www.atrium-innovations.com.

###