PRESS RELEASE
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MEDTRITION, INC. LAUNCHES THE PROSOURCE® CUP PORTFOLIO.

Medtrition®, Inc., introduces two new products as the next generation of oral liquid protein, building on the ProSource® legacy.

[LANCASTER, PA] Today, Medtrition®, Inc., announced its newest cupped protein product line, the ProSource® Cup and ProSource® Cup Plant.

The ProSource® Cup Portfolio of products is a low volume, water thin, protein dense solution. Both cups have 20 grams of complete protein, designed for oral and tube-fed patients. With only 90 calories, both cups are gluten free, Halal certified, dye free, and sugar alcohol free. The ProSource® Cup Plant is the first oral liquid plant-based protein on the market.

Studies show patients in the intensive care unit (ICU) receive only 60.5% of their protein requirements over 4 days and 66.7% over a 12-day period. Critical care guidelines recommend 1.2g - 2.0g per 1 kg body weight for ICU patients. The ProSource® Cup Portfolio was designed to help address these protein needs for multiple indications in acute and long term care.

Starting April 1, 2025, both products will be added to numerous national accounts and available for purchase through multiple management companies and group purchasing organizations.

"*The ProSource® brand name has been a staple in acute and long-term care for decades now. This new offering solidifies our position in the market as the global leader in oral liquid protein*," said David Marks, Chief Executive Officer and Founder.

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ABOUT MEDTRITION
Medtrition®, Inc. was founded in 1986 as the first marketer in the healthcare industry of both instant food thickeners and pre-formed three-dimensional pureed foods. These products revolutionized the dysphagia market by converting "mystery bowls" of pureed foods into dimensionally shaped foods with puree texture that were both safer to swallow and eye-appealing, promoting better food consumption. Since then, we have continued our leadership with many first-of-their-kind products: Expedite to support wound healing; Banatrol Plus, the number #1 natural anti diarrheal for management of diarrhea; ProSource liquid proteins for malnutrition; Gelatein high protein and calorie supplements, and ProSource TF20 and Banatrol TF, the first ENFit-equipped liquid protein and fiber for tube fed patients.

Today, Medtrition's products are used by dietitians, clinicians, nursing staff, infection control specialists, wound care nurses, food service departments, in hospitals, nursing homes, oncology centers, and dialysis centers across the United States and in over 50 countries.

Nicolo M, Heyland DK, Chittams J, Sammarco T, Compher C. Clinical Outcomes Related to Protein Delivery in a Critically Ill Population: A Multicenter, Multinational Observation Study. JPEN J Parenter Enteral Nutr. 2016 Jan;40(1):45-51. doi:10.1177/0148607115583675. Epub 2015 Apr 21. PMID: 25900319.