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**CrampsAWAY Introduces Professional-Strength Muscle Cramp Solution**

***NSF Certification Makes CrampsAWAY Pro Ideal for Pro and Collegiate Athletes***

LOS GATOS, Calif., October 26, 2017 – Addressing the needs and requirements of top athletes from the professional and collegiate ranks, CrampsAWAY today introduced CrampsAWAY Pro, a fast, safe solution to muscle cramps that carries the [‘Safe for Sport’ certification by NSF International](#), one of the most respected independent certification organizations in existence today.

Similar to CrampsAWAY Sport, CrampsAWAY Pro is an all-natural, non-pharmaceutical liquid formula that athletes can take before or during competition to prevent or instantly relieve muscle cramps. The new Pro version is 25% stronger than the Sport version, offering even the most powerful and sizeable athletes instant relief. The Pro version has been certified Safe for Sport by NSF labs, meaning athletes can feel secure during any testing procedures. It is completely free of all banned substances and performance-enhancing drugs.

“When we introduced CrampsAWAY Sport in 2015, pro and college athletes immediately grasped the power and impact this could bring to their careers,” said Jack Little, President and CEO of CrampsAWAY. “But one thing we learned is that unless the product had the Safe for Sport NSF certification, there were a number of athletes who felt like they couldn’t use it in competition. We also learned that a higher concentration of the formula was needed to help some larger athletes. With the new Pro product, we’ve addressed both those issues.”

**How It Works**

CrampsAWAY Pro is swished in the mouth, then swallowed. This activates chemoreceptors in the mouth, esophageal and gastrointestinal tracts, restoring nerves to their normal state, and allowing cramped muscles to relax within seconds. This almost instantaneous restoration of the neuromuscular unit to its normal state is a breakthrough approach to preventing and treating muscle cramps, and is unique in the marketplace.

The CrampsAWAY formula has been effective for pro athletes across multiple pro sports, including the New Orleans Saints, Washington Nationals, Milwaukee Bucks, and Colorado Rapids, as well Stanford University’s football and men’s soccer teams, the University of

Tennessee's men's basketball team, NCAA tennis players at Columbia University, and a number of other professional and collegiate organizations.

### **Notable Athletes Who Have Joined the CrampsAWAY Team**

Tennis icons James Blake and Magnus Norman have both joined forces with CrampsAWAY in business development and sales capacities after experiencing near-instant cramp relief during endurance sports events. Said Blake, formerly the top-ranked men's singles player in the U.S., "I tried CrampsAWAY when I started cramping on mile 18 during the 2015 New York Marathon. Within 30 seconds, my cramps were gone! I wish I'd known about this product when I was on Tour; I believe it's truly going to revolutionize sports."

Norman, former pro tennis player who reached #2 in the world in 2000 and current ATP tennis coach, recently completed the IronMan Nice competition, using CrampsAWAY when severe leg cramps set in during the marathon run portion of the contest. "After only 8 kilometers into the run, I started to cramp in my hamstring," Norman said. "I used one of my regular energy gels and tried to run again, but immediately started cramping in my other hamstring and calf. Then I used my 'emergency liquid,' CrampsAWAY. The cramps went away in 15 seconds, and I was able to finish the race in 4:54."

### **Pricing and New Website**

CrampsAWAY Pro is now available via the new CrampsAWAY website, [www.crampsaway.com](http://www.crampsaway.com), and can be ordered through Amazon. Pricing is set at \$14.99 per single pack, \$39.99 per 3-pack, \$109.99 per 9-pack, and \$219.99 per 20-pack. Free shipping is offered for orders placed through the CrampsAWAY website. Team discounts are also available.

### **ABOUT CRAMPSAWAY**

CrampsAWAY Inc. was founded in 2014 with the mission of bringing pain relief to the world, beginning with sports-related muscle cramps. From top-performing athletes who need an NSF Certified for Sport product to weekend warriors looking for a competitive edge, CrampsAWAY provides a safe, fast and effective solution for instant cramp relief and prevention.

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