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MYOS Corporation Announces Appointment of Douglas Weekes as Chief Commercial Officer

Consumer Product Industry Expert Will Lead Creation of New Bionutrition Products Exploiting Muscle Building Activity of Fortetropin

CEDAR KNOLLS, NJ -- (Marketwired) -- 07/30/14 -- [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 muscle health and performance, announced today that it has appointed Douglas Weekes as Chief Commercial Officer. Mr. Weekes will lead the Company's marketing, sales and product development of a portfolio of commercial products derived from the first clinically proven natural myostatin inhibitor, Fortetropin[™]. Positive clinical results have demonstrated that daily use of Fortetropin along with exercise may be beneficial to improving lean muscle mass, which has significant therapeutic effects for overall health including bone density, control of serum glucose, triglyceride levels and reduced inflammation. Mr. Weekes will lead the creation of several bionutrition products including bars, meal replacement formats and ready to drink beverages utilizing Fortetropin.

Mr. Weekes is a 20-year veteran of the consumer products industry having led successful business units across the Beverages, Personal Care and Nutrition/Energy bar categories at Kraft Foods Group, and Henkel KGaA, most recently as Vice President and General Manager of the Refreshment Beverages unit. His experience includes creating and growing new products and brands, as well as managing large portfolios of household name brands. He has an extensive foundation in business strategy, marketing, package design, advertising and promotion, market research, and finance. In 2011, Mr. Weekes transformed the powdered beverage category with the launch of the Mio brand -- a new liquid concentrate beverage. Mio was soon followed with the launches of Crystal Light and Kool-Aid liquid concentrates creating a \$500 million category in three years. Mio was recognized with an Edison Gold Award for Best New Product, Wal-Mart's Best New Product of 2011, and won an Emmy award for best daytime television integration. Prior to his role leading Kraft's Refreshment Beverages unit, he was Vice President and General Manager, Coffee, and prior to that role, he was Senior Vice President and General Manager for Henkel's U.S. Personal Care business. Mr. Weekes earned an MBA from Indiana University, and a Bachelor of Arts in Economics from Middlebury College.

Peter Levy, President and Chief Operating Officer of MYOS, commented, "The addition of another seasoned executive, with a history of building exceptional branded products, to the MYOS team, signals the Company's commitment to aggressively build our revolutionary technology platform across a broad array of bionutrition products. Doug's appointment comes at an exciting time as we continue to expand the product portfolio for Fortetropin in additional strategic markets including medical and functional foods. His broad experience creating and managing world-class retail brands will be invaluable as the Company introduces new muscle health products and continues to refine our internal development efforts and seek to identify additional technologies which will help grow our business in the coming years."

Mr. Weekes added, "I am thrilled to be joining MYOS at this important time in the history of this young Company as it is developing into a leader in the muscle health and age management arena. I believe Fortetropin is a transformational natural product that has the potential to revolutionize the way consumers prevent or reverse the inevitable muscle loss which accompanies aging and that complicates the treatment of a range of other illnesses from diabetes to cancer. Fortetropin has been shown to build lean muscle mass and is clinically proven to regulate the protein myostatin responsible for inhibiting muscle growth. By making Fortetropin-based products commercially available as an over-the-counter therapeutic option, MYOS will equip a wide population of health conscious consumers to benefit from the effects of its myostatin inhibition including increasing lean muscle mass leading to overall improved physical health."

About MYOS Corporation

MYOS is a developmental stage 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[™] ([MYO-T12[®]](#)), 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.

The Company's first commercial product based on Fortetropin ([MYO-T12](#)), is distributed by Maximum Human Performance (MHP) under the brand name [MYO-X[®]](#) and is currently available on popular retailer websites including <http://mhpstrong.com>, www.bodybuilding.com, www.amazon.com and in specialty retailers including GNC and Vitamin Shoppe and others. MYOS believes that Fortetropin, as well as future products it envisions, will redefine existing standards for muscle health.

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[™] (MYO-T12[®]) and its effects on myostatin inhibition, including our research and development activities, product and customer demand, the continued growth of repeat purchases, market acceptance of our existing and future products including the proposed products described herein, the ability to create new products through research and development, the continued growth in market expansion and revenue including the expansion into the age management market, the successful entry into new markets including the age management market, 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 MYO-X[®], the ability to achieve a sustainable profitable business, the effect of economic conditions, the ability to protect our intellectual property rights, the continued growth and expansion of MYO-X in GNC, Vitamin Shoppe and other specialty retail stores, the ability to strengthen our manufacturing relationships 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, our ability to raise capital to fund continuing operations, 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. This product is not intended to diagnose, treat, cure or prevent any disease.

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Source: MYOS Corporation