

COUNTRY MUSIC STAR AARON TIPPIN LAUNCHES LIFESTYLE CAMPAIGN AND NUTRITIONAL SUPPLEMENT LINE

Aaron Tippin Nutrition

NASHVILLE, Tenn. (June 25, 2009)—Award-winning, platinum-selling recording artist, songwriter and producer, **Aaron Tippin**, announced today the launch of his own lifestyle initiative and the introduction of his personal line of nutritional supplements, **Aaron Tippin Nutrition (ATN)**.

Tippin who made the transition from the center of the bodybuilding arena to center stage in the country music industry nearly two decades ago, has added a new lifestyle product to his weighty list of “Can-Do’s.”

In his mid 20’s, Aaron Tippin was a competitive bodybuilder and the regimen became a motivating catalyst; he’s been a fitness buff ever since and now has launched a “way-of-life” program. *“I was a fanatic about bodybuilding; it was an obsession that drove me,”* Aaron introduces. *“Over the year’s, the health and fitness aspect (and how I felt each day) transformed the obsession into an everyday way of life—a lifestyle.”*

The ATN campaign and corresponding products have been created to meet the needs and desires of all—for those who wish to maintain their overall well-being, the Baby Boomers who wish to remain forever young, and those who wish to make an absolute commitment to change—to lose some weight and get into shape.

“You know, over my 20-year music career, folks are always asking me about how I stay in shape,” Aaron said. *“Exercising and staying active is just our way of life, at home and on the road, and with, my wife, Thea’s, help, I’ve learned to make better food choices and eat right. This is something (ATN) that we’ve wanted to do for a very long time.”*

“Our primary motivation is to promote healthy changes to enhance your life, and your lifestyle, make it a family affair, and have fun at it,” said Thea Tippin who is an integral pillar behind the premise and foundation of the Tippin family and the ATN lifestyle program.

“This is a proactive lifestyle campaign that we hope will encourage everyone to take forward-moving measures to maintain and increase their health and vitality—and the way they live overall. That includes changing the way you think, becoming more active and taking nutritional supplements to help you along the way,” Mrs. Tippin added.

With the primary focus being on the complex relationships that exist between nutrients and the latest technological advancements in nutrition therapies, each and every ATN product has been developed with care and the human body in mind. *“Offering a quality product is an A-Number-1 priority for us,”* Aaron states. *“We’ve teamed with a proven manufacturer of nutritional supplements—one that I can firmly put my stamp of approval on. Thea and I have been taking our own products for more than six months now, so we can speak of the benefits from personal experience.”*

The ATN line of nutritional supplements lend themselves to all areas including heart, mind, bone and joint; special concentrations such as energy, cholesterol, detoxification and stress management; as well as a daily multivitamin to support over all body balance. ATN products are developed with natural, raw materials and are guaranteed to contain no artificial additives (such as flavorings, preservatives, colors, sweeteners or other foreign agents).

The primary nutritional supplements now available under the new ATN line of products include:

Acai Energy Diet—an unequalled product created to increase metabolism and promote the fastest possible fat-loss, muscle-sparing results. **Acai Energy Diet** helps the body maximize its fat burning capacity while providing increased

energy levels. *“This is a great supplement to any diet and exercise program. Acai Energy Diet can help curb your appetite and will give you the energy boost you need when you’re feeling a little sluggish.”*

Acai 4 Cleanse—especially formulated for **Aaron Tippin Nutrition**, **Acai 4 Cleanse** is a cleansing detoxification supplement to help promote a healthy body and the natural cleansing detoxifying process. The ingredients help protect and promote optimal health at the cellular level. *“If the body plumbing is not working properly, toxins build up and drag your energy and health down. Acai 4 Cleanse will help you get up and get with it!”*

Carb-Buster®--is an all-natural nutritional supplement derived from the white kidney bean. It slows down the digestion of starch (inhibiting alpha-amylase, an enzyme that breaks down starch) thereby becoming more absorbent by the body. *“As a bonus, Carb-Buster can help you control and balance blood sugar levels.”*

Daily Defense® Anti-Aging Formula—was designed to provide precursor nutrients to help boost the body’s natural (HGH) levels—an element key in supporting the anti-aging process. *“We’ve studied up on this...by increasing the HGH levels in your body, many of the signs and effects of aging (like low energy levels, memory loss, thinning hair, reduced skin elasticity, etc.) can be slowed, and we’re all for that!”*

Daily Defense Greens—in tablet form is a balancing formula to support and maintain wellness overall. Organically grown, **Daily Defense Greens** contains green vegetables, sprouted grains, grasses, fibrous herbs, anti-oxidants and MSM (Methylsulfonylmethane). **Daily Defense Greens** will help increase energy levels and relieve the body from fatigue and stress. *“This has the nutritional benefits of 2 lbs. of fresh vegetables! We all know what mom has said for years about eating your vegetables! Greens are just good for you.”*

Keeping the pace with Americans’ ever-changing way of life, their hunger for perfection and natural instinct to “be the best they can be,” **ATN** will faithfully introduce contemporary supplements--including a men and women’s daily multivitamin which will be available in the coming months.

“It’s our goal to help folks ‘get with it and stick with it,’ or just encourage them to start living better so they can continue to pursue all the things they enjoy and ‘live’ longer. It’s as simple or as hard as you want to make it. If you make the decision about ‘you,’ it’s a commitment ‘you’ can make for a lifetime and ATN’s motto is ‘living well...for the time of your life!’ There’s no better time to start than right now,” Aaron concluded.

The 50-year-old father of three remains steadfast in his commitment to his career, his family, and his lifestyle. A man who “stands for something” and whose music “speaks” to country music fans worldwide, with 5 Million records sold, Aaron Tippin has become one of the most recognizable and influential voices in our country and others. Aaron Tippin has 13 recorded CD’s to his name and more than 30 charted singles (including the No. 1 singles *“There Ain’t Nothin’ Wrong with the Radio,” “That’s as Close As I’ll Get To Loving You”* and *“Kiss This”*). His musical messages are plain and simple—touting the struggles and triumphs of the working class—and it is his music that has enabled him a personal kinship with country music listeners across the globe. Aaron Tippin Nutrition is yet another avenue to reach one and all to make a difference in their lives.

For more information on **Aaron Tippin Nutrition** visit: www.tippinnutrition.com. **Aaron Tippin Nutrition** products can be purchased by visiting the site or calling 1-800-223-0160.

#

MEDIA CONTACT:

Aaron Tippin/Aaron Tippin Nutrition

Music City News Media • K. Atwood, Director • katwood@musiccitynews.com • 615.770.2994