

FOR IMMEDIATE RELEASE

Trovita Health Science Selected as Finalist in 2014 Minnesota Cup Business Competition

August 19, 2014 – Minneapolis, MN – Trovita Health Science - the makers of [ENU™](#), an innovative ready-to-drink, complete nutritional shake - has been named a Division Finalist in the 10th Annual [Minnesota Cup](#) business competition.

ENU is a naturally enhanced, complete nutritional shake that is remarkably flavorful, with more protein and less sugar than established brands. ENU is made with non-GMO ingredients, contains up to 490 calories per serving, 25g of protein, and no added high fructose corn syrup or other added refined sugars.

Every ingredient contained in ENU was hand-selected in collaboration with a team of doctors and dietitians who believe that complete nutrition shakes should contain only the best ingredients available. ENU can be used as a complete meal replacement or for added calories and protein to help maintain a healthy weight.

“The Trovita Health Science team is proud to have been selected as a finalist in this year’s Minnesota Cup business competition. The fact that so many great businesses entered the competition is a strong signal that innovation and entrepreneurship is thriving in Minnesota,” commented Will Brown, CEO of Trovita Health Science. “We are excited to advance to the next round and the awareness that ENU is gaining through its recognition as an innovation in the market will help Trovita Health Science as we continue to grow the brand and expand our portfolio of products.”

The Minnesota Cup is an annual competition that seeks to support and accelerate the development of the best breakthrough ideas from across the state. Now in its 10th year, the competition announced today that it has advanced 21 teams of Minnesota-based entrepreneurs, innovators, and inventors to the third round of the 2014 competition— the tenth annual. Finalists were chosen from 70 semifinalist teams across seven divisions, in a record year of 1,300 total participants.

Availability

ENU is available in both chocolate and vanilla and is sold individually or by the case, at either [DrinkENU.com](#) or at [Amazon.com](#). ENU is also available at select retail locations and through major food distributors. Retailers can inquire at sales@drinkenu.com if they would like to make ENU available to their customers.

About Trovita Health Science

Trovita Health Science is an emerging specialty health and nutrition company, dedicated to developing and commercializing products that address unmet needs in medical and performance nutrition. Nutritional health is foundational for achieving your goals, whether battling an illness or striving for optimum athletic performance. Our mission is to offer products that are designed to help people achieve their own personal goals. Our products are naturally enhanced with ingredients selected by doctors and dietitians, to bring out the best in you.

Trovita Health Science is the business name of TrovRx, Inc., a Delaware corporation organized in

Minnesota. TrovRx Inc. is a certified business by the Minnesota Department of Employment and Economic Development (DEED).

FOR FURTHER INFORMATION PLEASE CONTACT:

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