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PRESS RELEASE
FOR IMMEDIATE RELEASE

Pharmax® Fish Oils Offer Best In Class Quality Assurance Standards

Portion of sales to support the Arthritis Foundation during the month of May

Pittsburgh, PA, May 14, 2014 – [Pharmax®](#), a trusted [Seroyal®](#) brand and a North American leader in probiotics and fish oils offering a comprehensive line of professional-grade, evidence-based nutraceuticals, is proud to announce that its fish oils have been tested best in class for quality assurance by third party vendor [Silliker, Inc.](#), an international network of leading accredited testing and consulting laboratories for the food industry.

“At Pharmax®, we use the highest international purity standards, using not only the finest ingredients in our fish oils, but also aligning with the strongest regulations in the world to ensure that these fish oils are created with the safety of our healthcare practitioners and patients in mind,” stated Yves Yau, President, Seroyal International.

Pharmax® fish oil products are screened for impurities throughout their robust quality assurance testing process, including heavy metals, pesticides and radiation.

"Pharmax® fish oils are tested under the most rigorous industry standards, employing methods that are validated by recognized testing bodies," says Jocelyn Alfieri, Laboratory Director of Silliker Canada Co. "We have years of expertise in fish and oil analysis and remain on the cutting-edge of technology to deliver reliable and consistent results to our clients."

Throughout the month of May, which is Arthritis Awareness Month, proceeds from the sales of qualifying Pharmax® fish oil products will be donated to the Arthritis Foundation's 'Millions in May' campaign. The campaign aims to raise \$1 million towards finding a cure for the nation's leading cause of disability.

"Pharmax® is honored to be able to partner with the Arthritis Foundation's 'Millions in May' campaign to raise funds that will support cutting-edge research, fight to ensure people have access to medications and treatments, serve as the voice of people with arthritis, lead efforts to personalize medical treatments and advocate for pediatric rheumatologists," said Yau.

Qualifying products for the 'Millions in May' campaign include Pharmax® Finest Pure Fish Oil liquid, Pharmax® Finest Pure Fish Oil capsules, and Pharmax® Finest Pure Fish Oil + Vitamin D. Products can also be purchased in support of the campaign at www.PureFormulas.com.

For more information regarding Pharmax®, please visit www.seroyal.com/brands/pharmax. For information regarding the Arthritis Foundation's 'Millions in May' campaign, or to donate to the cause, please visit www.millionsinmay.kintera.org. For more information regarding the Silliker, Inc. testing processes, please visit www.silliker.com.

ABOUT PHARMAX®

[Pharmax®](http://www.seroyal.com/brands/pharmax), a trusted brand of Seroyal®, a business unit of Atrium Innovations Inc. is a leading-edge, comprehensive line of professional grade nutraceuticals products built upon a 15 year research-driven, evidence-based scientific foundation. Pharmax® is continuously looking at improving or adding efficacious products to the range of nutritional products available to the healthcare practitioner. Pharmax® is headquartered in Richmond Hill, ON, Canada. For additional information, please visit www.seroyal.com/brands/pharmax.

ABOUT ATRIUM INNOVATIONS

[Atrium Innovations Inc.](http://www.atrium-innovations.com) is a globally recognized leader in the development, manufacturing, and commercialization of innovative, science-based natural health products which are distributed in more than 35 countries. The Company owns healthcare practitioner and specialized retail product brands that are at the forefront of science, innovation and education. Atrium has over 1,500 employees and operates seven manufacturing facilities complying with current Good Manufacturing Practices. Additional information is available at www.atrium-innovations.com.

ABOUT SILLIKER, INC.

The leading international network of accredited testing and consulting laboratories provides exceptional knowledge of food matrices and regulatory requirements. Silliker is dedicated to helping companies worldwide find complete solutions to today's food safety and quality challenges throughout the supply chain. Its microbiologists utilize approved analytical methods to isolate and identify foodborne pathogens. The scientific and medical expertise of its parent company, Institut Mérieux, enables Silliker to propose a complete offer of laboratory, consulting, auditing and research services. For additional information, please visit www.silliker.com.

ABOUT THE ARTHRITIS FOUNDATION

Striking one in every five adults and 300,000 children, arthritis is the nation's leading cause of disability. The Arthritis Foundation (www.arthritis.org) is committed to raising awareness and reducing the impact of this serious, painful and unacceptable disease, which can severely damage joints and rob people of living life to its fullest. The Foundation funds life-changing research that has restored mobility in patients for more than six decades; fights for health care policies that improve the lives of the millions who live with arthritis; and partners with families to provide empowering programs and information.

ABOUT PURE FORMULAS

Headquartered in Miami, FL, [PureFormulas.com](http://www.pureformulas.com) is a leader in the online health supplement space, distributing the purest and highest-grade natural supplements with an average of 400,000 active customers and 80+ service professionals. PureFormulas.com features a secure and friendly online shopping experience providing free shipping on more than 40,000 products. PureFormulas' professionals work with a board of healthcare advisors, naturopaths and chiropractors to keep up-to-date with customers' needs and healthcare trends. PureFormulas' mission is to maintain daily motivation and passion for healthy living, with a focus on high-level customer service and quality products. For more information on PureFormulas, please go to: www.pureformulas.com.

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