

With the Medical as well as the Health and Wellness Community Focused on the Effects of Ageing and the Ability to Recuperate From Physical Activity, Atlas Therapeutics Corporation is in the Right Place at the Right Time Bringing to Market the World's First Myostatin Inhibitor – MYO-T12®



Healthcare
Health and Wellness
(ATTH-OTCBB)

Atlas Therapeutics Corporation

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Mr. J. B. Bernstein
President, CEO, Secretary
Treasurer and Director

BIO:

J.B. Bernstein joined us as Chief Executive Officer, President, Secretary, Treasurer and Director in February 2011. Since 1994, he has been the co-founder and president of Pro Access, Inc., a boutique athlete representation firm, which has represented baseball and football legends such as

Barry Bonds, Barry Sanders, Emmitt Smith and Curtis Martin. Since 2007, Mr. Bernstein has served as chief marketing officer of Seven Figures Management, a sports marketing and athlete representation firm. From 1990 to 1994, Mr. Bernstein served as director of business development for The Upper Deck Company. Mr. Bernstein received a bachelor's degree in political economics from the University of Massachusetts Amherst in 1986 and his master's degree from The London School of Economics in 1987. He received a Ph.D. in physics from the University of Southern California in 2006 and is currently pursuing a second Ph.D. a related field.

Company Profile:

Atlas Therapeutics Corporation owns the rights to MYO-T12(R), the world's only clinically validated myostatin inhibitor. Myostatin is a natural regulatory protein, which inhibits muscle growth and recovery. MYO-T12(R) is manufactured to optimize biological activity and has the potential to redefine existing standards of physical enhancement. Atlas is focused on preserving and growing the existing brand identity of MYO-T12(R) by refining its technical profile, and designing and implementing a marketing and sales strategy to increase penetration of the product into the existing health and fitness community.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com

CEOCFO: Mr. Bernstein, what attracted you to Atlas Therapeutics?

Mr. Bernstein: There are two things that attracted me to Atlas Therapeutics. One is that they have a product that works and secondly is the scientists who are involved. I have been looking for a chance to work with these guys my whole life. They are friends of mine, and we go way back. Therefore, this was the opportunity to accomplish both working on a great product, as well as being able to build a company together with some scientific minds that I really respect. So it worked out great.

CEOCFO: What is the focus at Atlas?

Mr. Bernstein: It starts with our strategy. The strategy is to use the best science available, the best raw materials available and the most advanced manufacturing equipment and techniques to fabricate supplements. Then to back those supplements with irrefutable research designed, conducted and published by the top scientists in the world. Our first product is a great example of that, which is MYO-T12®. It is the world's only myostatin inhibitor. A lot of people say, "Wow, what is myostatin?" **Myostatin is actually a protein that your body makes to naturally limit muscle growth as we age. It also makes it harder to recuperate from physical activity. That feeling that your body is betraying you as you get older relates back to this myostatin.** MYO-T12 product is an all-natural product that reduces your myostatin levels by 46%. It is safe, and it is not a permanent reduction. It is made almost exclusively from egg yolk and it is just in the way that we process these eggs

that it becomes a very potent supplement.

CEO CFO: Would you tell us about myostatin and how it effects the body?

Mr. Bernstein: Everybody knows about HGH and testosterone, which are good hormones that we need to function. Most people also know that our bodies produce a lot of these hormones when we are young and need to grow. Then we produce less as we age. At the same time, your body produces myostatin, that basically works in opposite ways to HGH and testosterone. Myostatin (literally Muscle Stop) limits muscle growth and repair and makes it harder to recuperate. What makes this worse is that our bodies produce more myostatin as we age. So when you hit a certain age, usually between thirty and forty, you literally have more stuff in your body breaking you down (myostatin) than you do building you up (Natural Growth Hormones). Our MYO-T12 tips the balance back in your favor and allows your natural growth hormones to now take their normal route and do the things that they do in your body that myostatin had been prohibiting them from doing. Therefore, at an advanced age, you kind of trick your body into thinking you are younger and that is the magic of how it works.

CEO CFO: Are there other products out now that reduces myostatin?

Mr. Bernstein: No! Many people have tried this, but we are really the only one that has clinical results. It is well known that people and animals born with a myostatin deficiency grow to incredible strength and muscularity. There are examples in nature like the Belgium Blue Bull, "Bully Whippets", and even a boy named Liam Hoekstra, who exhibit no inhibition of muscle growth or strength, all born without the ability to produce myostatin. Without that regulatory protein, your body can do some amazing things. So scientists have known for some that a lack or a reduction of myostatin allows muscle growth and faster reoperation, but there has never been an effective

product that was able to do it in a safe way.

CEO CFO: Where is Atlas Therapeutics in the commercialization of MYO-T12?

Mr. Bernstein: Our MYO-T12 has been available for sale since the middle of June 2011. We were testing the website, testing different distribution channels, different ads, and different media vehicles. The full national launch was actually this past Monday (8/15/11), and the product is selling very well.

CEO CFO: Who is the target customer for the Atlas MYO-T12?

Mr. Bernstein: There are two target customers. One, what we call our YOUTHMAXX customer, better known as the "anti-aging guy". This is the

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forty-plus person who is keeping a good diet, and doing all the things that he used to do to stay in shape. However, he is just not getting results. In fact, his workouts are becoming tougher and he feels like he is going backwards. This is the guy who we are going to be able to do a lot for. The other guy is our MUSCLEMAXX customer, who are body builders, weight lifters and professionals athletes. These are people who are using their bodies to make a living, so performance, strength, and muscle size are important to them. Those are the two basic customer groups that we market to. The great Wayne Gretzky is our national spokesperson. He is considered the best hockey player ever, so his credibility is impeccable. The other thing about Wayne that really adds to his value is not just how well-known he is, but it is that he is not going to just endorse any product.

He was not one of those guys that throughout his career was known as an overly commercial guy. Most of the partnerships he has had, he has had his entire career and he really only promotes products that he takes, products that help him and that he thinks will help his fans. He takes that link between him and his fans very seriously, which is why he is working with us on this product, because it is something that is really working for him.

CEO CFO: Is your MYO-T12 strictly for men?

Mr. Bernstein: It has only been tested on men. However, we do have a women's version called MYO-Femme that we are testing right now. It will be coming out on January 1, 2012. I am guessing women would not want as much of a reduction in their myostatin levels because women are not trying to become overly strong or overly muscular. They are looking to be toned and to burn fat. We have two or three different formulations we are testing that will have a myostatin inhibitor built into the product.

CEO CFO: It is a crowded marketplace for Atlas; how do you get people to pay attention and see the research and truth of your products?

Mr. Bernstein: That is the billion dollar question that everybody asks themselves when they are building a brand. How do I get people to understand the brand the way it is? Part of that is marketing, both traditional and gorilla marketing, with Wayne Gretzky being a big part of that. His credibility as a spokesman and his broad reach are something that will get a lot of eyeballs on our MYO-T12. Realistically, the more research that people do on, it the better off we are. Our product works and we know it is going to work, but it is a very confusing and a very tough piece to understand about your body chemistry. It is a three-part process. First, what is myostatin? Second, why would I want to have less of it? And third, if I wanted less how would I make that happen? We have a pretty good plan and the

conversion rate seems to be going pretty well right now. We are definitely on to something, but it is a piece that you have to pay a lot of attention to. That is the benefit of online marketing, because you know exactly where people are coming from, what they are viewing on your site, what is converting, what is not working, what are people spending a lot of time looking at, and what are people completely glossing over. It gives you that opportunity to really get some great insight into what is working and what is not working.

CEOCFO: Will Atlas be looking to go into stores and retail?

Mr. Bernstein: We are definitely looking at an in-store business. However, right now our focus is on building up our website and building up some online distribution. We are available on Amazon.com, Nutrition.com, and probably ten or twelve other sites that will be mad that I did not mention them, but those are two that come to mind off the top of my head. When you look at our distribution strategy, it is really online based right now and we are looking at certain affiliates that also are based online. Then next year we will be looking at trying to go to some brick and mortar retail with a different pack out of the product.

CEOCFO: What is the financial picture like at Atlas Therapeutics today?

Mr. Bernstein: It is really good. We are well funded and we have been from the start. We have been blessed to have some great investors and it looks like it certainly has continued to the point at which we are hoping by the end of the year we will be able to finance operations through sales. That is the goal, but we are very well capitalized thank God. I know that is one of the greatest pitfalls for most people sitting in my chair is lots of great ideas. You have a product that works, a great spokesman, a great sales force, and you have a lot of things going in your favor. However, ultimately you have to spend money in order to break through and that is one of the things that our financing allows us to do. From now until the end of the month, for a 15 day period, we are spending close to \$150,000

just in online media, which is a pretty large expenditure. We look to expand that pretty dramatically in September, October, November and December. That will take us through the 4th Quarter, so we are not afraid to investment spend to make sure we get the word out. Twenty years ago, no one knew what their cholesterol number was; now that has become part of the common vernacular. Myostatin and myostatin suppression, especially now that there is a safe, affordable, over-the-counter product that you can buy to suppress myostatin, will be something that becomes along the lines of people need to know this as they age. Therefore, people will want to supplement themselves with MYO-T12, just like they do with supplement in other areas. However, this will be to ward off the affects of aging.

CEOCFO: Do you see any future competition in this area?

Mr. Bernstein: We were lucky to jump into the category where we do not have a direct product competitor. So ultimately, we are not taking away any business from anybody else to start off. As a matter of fact, we are a great product to stack. You will get better results from some of your other existing products like protein powders, and pre-workout formulations. So in the short term, we are not in as tough a spot as somebody who is just coming out with protein powder or some mainline version of twenty other brands out there trying to buy that space. That it is going to be tough. We definitely have some formidable competition, but the strategy we are taking, the product we are launching with, will give us a unique window to get a foothold with our brand name. There is no doubt that over time, it is going to cut into other brands' sales and that is the point at which competition starts to focus on you. We will have to build ourselves up quickly enough to be able to endure that, but it is part of my job to make sure we are three steps ahead of what is going to happen to us in the market down the road. It is certainly something we are concerned about, but ultimately now in the market there is no product out there like ours. It is a product that augments a lot of what people are already doing and it also brings new

customers into supplementation. Our MUSCLEMAXX customers will be quicker on the uptake, but we believe that YOUTHMAXX (or anti-aging) customers will spark to this product. The majority of these consumers are paying way more than what our product costs per jar. They are paying between \$1500 and \$2500 a month on everything from going to a doctor for HGH or Testosterone injections, to Rogaine to tanning salons - all of the different things that they do to try to stay young. MYO-T12 is something they can add into their routine that will have significant impact. As a result, we have a unique niche right now to get a good foothold. We have to build our brand from there, but we will be ok for the first six months competition wise before anyone realizes we are making some headway.

CEOCFO: Has there been active investigation into combating myostatin?

Mr. Bernstein: Definitely. I can tell you that when this product first was formulated ten years ago by Doctor Carlton Colker, there was less than 50 patents, either approved or in some form of application that mentioned the word myostatin. Today, there are over 650 patents, and we are the only product on market that has clinical proof that it works. We realize it is a hot topic. Ever since the research came forward about myostatin being a protein that limits muscle and that research definitively shows that people's myostatin levels increase as they age, the medical community has looked at it. They have acknowledged that it would be great to have a myostatin suppressant, but they do not talk about it. There are only a handful of labs in the United States that will test the myostatin level in your blood. However, as now there is a way to reduce myostatin, doctors now have something they can talk about and we have seen that. We have seen a big uptick. In fact, all of our board, except for me, are world renowned doctors. I mention Dr. Carlton Colker, who invented it. The other guys on our board are Dr. Robert Hariri, Dr. Louis Aronne, and Dr. Peter Diamandis. Dr. Hariri is probably the most well-known cellular geneticist in the world. He actually figured out how to pull stem cells out of afterbirth and he started

the whole blood cord banking business. He sold his company to Cell-Gene, which he is now the president of their genetics division and he sits on our board. Dr. Aronne is Clinical Professor of Medicine at Weill-Cornell Medical College and an Adjunct Clinical Associate Professor of Medicine at Columbia University College of Physicians and Surgeons. He is also considered one of the top obesity doctors in the world. Dr. Peter Diamandis is the head of the Xprize Foundation, which gives grants to a lot of the cutting-edge medical and engineering technology. When you look at the doctors on the board here, the guys who are really behind this thing, I know there is a huge interest on the medical side. Long term, the vision of this company is a lot more

than supplements. Long term, we have to look at what myostatin suppression can mean in the real medical area, but that is down the road and a lot of research ahead. However, the interest of the doctors involved shows me that there is obviously a big interest in myostatin suppression in that field.

CEOCFO: In closing, why should potential investors pay attention to Atlas Therapeutics today?

Mr. Bernstein: We have the magic mix: a product that works, no competition in the market directly, we are backed by irrefutable science with top-name doctors and spokesman who would never lend their name to anything that was less than what it

claimed to be, and we are already in market selling. This is not a developmental company or something where you will say, "Here is \$3 million and I hope that you come out of the lab two years later with something that works". This is a product that works in market, is packaged and is shipping today. You can go on the website and buy it. Therefore, it is really a unique opportunity to get on the ground floor of a developmental company that is already in the market. That is a good snapshot of what we do and I guess in September our third quarter report will speak the loudest.



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