



ACCEL GEL Named “On-Course Gel” of the 2010 Bank of America Chicago Marathon

The Bank of America Chicago Marathon, one of the five World Marathon Majors, and Pacific Health Laboratories, Inc. (OTCB:PHLI.OB), a leading sports nutrition company and manufacturer of the patented 4:1 carbohydrate and protein formula in Accelerade, Endurox R4, and Accel Gel, today announced that Accel Gel has been named On-Course Gel of the 2010 Bank of America Chicago Marathon.

This sponsorship between the 45,000-participant Bank of America Chicago Marathon and Pacific Health Laboratories will provide extensive sampling and selling exposure for Accel Gel, the go-to energy gel for endurance athletes, and the only gel with the 4:1 carbohydrate and protein ratio advantage. On race day, October 10, 2010, Accel Gel will provide the Bank of American Chicago Marathon participants with Chocolate and Vanilla flavored Accel Gel on course to help athletes cross the finish line.

“We are very excited about our new sponsorship with the Bank of America Chicago Marathon and participating in one of the world’s premier marathon events,” stated Fred Duffner, President of Pacific Health Labs. “This new venture supports our focus on our core business and expanding the awareness of the benefits of 4:1 products on performance and recovery.”

Aside from the on-course Accel Gel samples, Pacific Health Labs will feature all product lines to 140,000 attendees at the Bank of America Chicago Marathon Health & Fitness Expo, and conduct an online virtual promotion via the company Web site and Chicago Marathon Web site. In addition, Pacific Health Labs will support marathon training with local running clubs across the country. For further information, go to our fan page at facebook.com/AccelGel.

“Pacific Health Labs and Accel Gel are an excellent addition to the stable of 2010 Bank of America Chicago Marathon sponsors,” stated Carey Pinkowski, Executive Race Director of the Bank of America Chicago Marathon. “Each year we aim to deliver our participants the safest and best-possible marathon experience, and by having Accel Gel on the marathon course, we know that our runners will have an industry-leading resource available to them, to help them reach the finish line.”

-more-

About Pacific Health Laboratories, Inc.

Pacific Health Laboratories, Inc. (OTCBB: PHLI.OB) is an innovative and leading sports nutritional company that focuses on marketing and developing premium nutritional products to activate consumers seeking to improve their health and performance. Our brands are segmented into three discreet platforms: rehydration/energy (ACCEL GEL and ACCELERADE), recovery (ENDUROX R4) and FORZE, the first scientifically proven appetite snack bar created for athletes. To learn more about ACCEL GEL and all products visit pacifichhealthlabs.com.

About the Bank of America Chicago Marathon

In its 33rd year and a member of the World Marathon Majors, the Bank of America Chicago Marathon annually attracts 45,000 runners, including a world class elite field, and 1.5 million spectators. As a result of its national and international draw, the iconic race assists in raising \$10 million for a variety of charitable causes while generating an estimated \$143 million economic impact to its host city. The 2010 Bank of America Chicago Marathon will start and finish in Chicago's Grant Park beginning at 7:30 a.m. on Sunday, October 10. In advance of the race, a two-day Health & Fitness Expo will be held at McCormick Place Convention Center on Friday, October 8 and Saturday, October 9. More information on the race and how to get involved is available at the event Web site, chicagomarathon.com.

For more information:

Justin Finck
Pacific Health Laboratories, Inc.
Director Sports Specialty
512.914.6035
jfinck@pacifichhealthlabs.com

Jon Schwartz
Bank of America
(P) 646-855-3604
(C) 917-693-7275
jon.schwartz@bankofamerica.com