



Media Information
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Multipower Professional signs bodybuilding stars Gunter Schlierkamp and Daniel Hill

-Sports food company to unveil all new Professional range in April

Leading sports nutrition company Atlantic Multipower has today announced the signing of six-times Mr Olympia competitor, Gunter Schlierkamp and the youngest-ever IFBB professional, Daniel Hill, to spearhead the imminent launch of its new Professional range.

Representing the pinnacle of European bodybuilding past and present, the duo will be making their promotional debut for Multipower Professional at FIBO, the leading International Trade Show for Bodybuilding, Fitness, Wellness and Health, in Essen from April 14-17. The pair's duties will include the official unveiling of the company's new Professional range, a no-frills collection of 14 best-in-class products which demonstrate Multipower's comprehensive understanding of the requirements and lifestyle of athletes in intense training.

Throughout the show's four days, the Multipower stand (Hall 3, B/24) will be offering FIBO's 50,000 visitors the chance to trial the new Professional products, meet and upload photos of themselves with Gunter and Dan to Facebook and meet other Multipower ambassadors, including World's Strongest Man Competitor, Darren Sadler.

Gunter Schlierkamp, once voted Germany's greatest-ever bodybuilder by the readers of Sports Revue Magazine, said, 'I am really enjoying working with Multipower to help develop Professional. With over 30 years in the industry, the company has a long history of expertise and understands the intensity of our sport, designing effective supplements for athletes who demand results. I was a fan of Multipower's products when I was getting started, and it is great to see the progress the company has made since, and to be associated with them once again.

'I am also excited to be working closely with Dan,' Schlierkamp continued. 'He has a great future ahead of him as a competitive bodybuilder. I see a lot of similarities between where he is now and myself back then. I would like to hope my experience can be of use to him and I look forward to following his progress closely.'

Daniel Hill, the 2007 IFBB Junior World Champion added, 'I am delighted to have the support of Multipower as I look forward to a successful 2011. Multipower is a company with a rich heritage in the industry, and their products will be a key training partner for me as I compete on the international stage. It's great to be working alongside Gunter, who was one of the guys who inspired me to take up bodybuilding. If I match the success he has achieved there will be a lot to look forward to.'



Gunter Schlierkamp is one of the sport's most popular bodybuilding pros. The 41 year-old, who has trained with the legendary Charles Glass, launched his professional career in 1993, following a victory in the heavyweight division at the World Championships, which earned him the 'Mr Universe' title. Other career highlights include 5 top ten finishes at 'Mr Olympia' and a first place at the 2002 Show of Strength.

Daniel Hill, 25, rewrote the history books when he qualified for his pro card at the age of just 21 and since then has demonstrated excellent potential at an early stage in his career. The talented young star is expected to quickly make his mark on the IFBB pro scene.

Atlantic Multipower's Managing Director, Alenka Klarica said; 'As we continue to broaden Multipower's sports nutrition offering to reach new customers, our Professional range very much represents the company's heartland and we are thrilled to sign ambassadors of the calibre of Gunter and Dan to underline our confidence in the new range.'

Founded in May 1977, Atlantic Multipower now employs more than 200 people across Europe and boasts an annual turnover of 81 million Euros. Based out of Hamburg, Atlantic Multipower has its own R&D facility on-site and a production facility in Bleckede.

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For more information and to request samples from the new product ranges, please contact:

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**Interviews available at FIBO with the following ambassadors:
(Please request in advance)**

- Gunter Schlierkamp
- Big Dan Hill
-Darren Sadler

-Multipower Managing Director Alenka Klarica

Gunter Schlierkamp and Dan Hill FIBO Schedule:
(subject to change)

Thursday April 14, 2011
15.00pm Action Stage, Hall 10/11



Friday April 15, 2011

12.50pm Action Stage, Hall 10/11

Saturday April 16, 2011

10.15am Action Stage, Hall 12

15.00pm Autographs with Gunter Schlierkamp,
Hall 9

Sunday April 17, 2011

11.15am Action Stage, Hall 10/11

13.00pm Show-Training and Autographs with Gunter Schlierkamp and Dan Hill
Hall 9

www.multipower-bodybuilding.com

www.fibo.de

About Multipower

Leading European sports food company, Atlantic Multipower, was founded in 1977 by two German food ingredient experts from Hamburg, who recognized a developing market for sports specific nutrition. Since then, the company has expanded significantly and today trades in 27 European countries (36 countries worldwide). The company employs 200 people and turns over in excess of €80 million.

Atlantic Multipower is a market leader in product development and innovation. The Multipower range is divided into three main categories 'Professional', 'Multipower Sportsfood' (Muscle, Endurance) and 'Body'.

- Professional – aimed at competitive bodybuilders and consumers who want extreme muscle
- Multipower Sportsfood is divided into two sub categories:
 - Muscle - aimed to assist gym goers and sports people to gain lean muscle weight and definition
 - Endurance - helps to build stamina and general fitness. Developed in collaboration with the Olympic Center Rhein-Ruhr, Germany, products are optimised for every phase – before, during and after exercise
- Body - designed for weight management, shape and tone

Multipower is the official sports food and drink supplier to many elite athletes and sports teams, including World's Strongest man competitor Darren Sadler, Rugby League side Leeds Rhinos, Mark Cueto (England international and Sale Sharks rugby player), Premiership football team Wolverhampton Wanderers, and five time World Freestyle Jetski Champion, Lee Stone.

The full range of Multipower professional products are available to purchase via:

www.multipower-bodybuilding.com

The full Multipower sports food range: energy bars, drinks, powders, gels and tablets, are available to purchase both via the Multipower UK website and in a range of UK stores and gyms including Fitness First, Bannatynes, DW Sport and Fitness and Holland & Barrett.

www.multipoweruk.com