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DNAFit wins in the UKactive and Matrix Flame Awards 2014

DNAFit has won the Spark of Innovation award in this year's ukactive and Matrix Flame Awards, the most highly coveted accolade in the health and fitness sector. The awards recognise suppliers, operators, educational institutes, health practitioners and corporate organisations that have demonstrated exceptional standards across their area of work. The ceremony took place last night (July 2nd 2014) at the Flame 'Ball of Fire' event at the International Centre in Telford, England.

The Spark of Innovation award category focuses on highlighting best examples of where operators of fitness & leisure facilities, wider activity providers, and equipment manufacturers have engaged with the wider community. Spark of Innovation aims to recognise the most innovative or creative solutions (product & technology) that have been brought to market to get people more active.

ukactive CEO David Stalker said "We would like to congratulate DNAFit. The judging process is known for being the toughest in the business and the level of competition just gets better every year. But DNAFit was a worthy winner with the blend of innovation and cutting edge gene technology".

Founder and CEO of DNAFit Life Sciences Avi Lasarow said: "It is a huge honour to be recognised by the Matrix Flame Awards for DNAFit's innovation and excellence. Launching a new product is never easy and launching something as groundbreaking as DNAFit's consumer genetics testing kits is a great challenge. The award win is truly a milestone for the company and its products. In keeping with ukactive's principles, we truly hope that DNAFit can help generations of people get the most out of staying active."

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About DNAFit

DNAFit tests 45 gene variants that have been linked to a body's capacity to respond to exercise and nutrition. DNAFit Life Sciences is currently working with six top flight English and European teams, and individual star players, to improve their conditioning and fitness through genetic testing.

Over the past decade, over a hundred studies have reported significant associations between genetic variations and power/endurance performance and response to training and diet.

And a recent two-year study of obese people in Italy found that those who followed a diet match to their DNA lost 33% more weight and increased their lean body mass by 16% compared to those who followed an unmatched diet.

DNAFit Life Sciences has carefully selected gene variations for which consistent associations have been demonstrated to create a unique test which uses validated genetic variant scoring methods to determine an individual's power/endurance balance score.

This is very useful in devising bespoke personal training programmes. The test also predicts players' genetic potential for soft tissue injury, their ability to recover between training sessions and even their sensitivity to carbohydrates and saturated fats, to help them tailor their diet and nutrient intake to optimise results.

About DNAFit Life Sciences Limited

DNAFit is the flagship product of DNAFit Life Sciences Limited. DNAFit Life Sciences Limited was set up by Avi Lasarow, a South African entrepreneur, with a successful track record of launching and running a number of companies in the health sector.

Avi commercialised the world's first Hair Alcohol Test with his company Trimega Laboratories; rolled out the first roadside drug testing project in South Africa; was engaged by the Attorney General and the Head of Civil Aviation of Libya to identify victims of the 2010 Libya Afriqiyah Airways flight disaster through DNA analysis and he is working on projects such as a test for foetal alcohol syndrome in new born babies and testing for ARV compliance amongst HIV sufferers in developing countries.

Avi is one of South Africa's leading international entrepreneurs and has been appointed Honorary Consul for the Republic of South Africa to the Midlands region of the UK.