

# Three Time Super Bowl Champion Strength and Conditioning Coach Endorses XTREME Performance

## Tom Shaw a Perfect Fit for Developer of Natural Nutritional Products

LITTLETON, Colo. – June 14 (SEND2PRESS NEWSWIRE) – XTREME Performance Inc., the designer and developer of innovative, safe, and natural performance enhancing nutritional products, today announced the formal endorsement of strength and conditioning Coach Tom Shaw.



Since 2001, Coach Tom Shaw has been the Speed and Conditioning Coach for the three time Super Bowl Champion New England Patriots. Coach Shaw has over 25 years of experience in developing speed, power, agility and strength in his sports performance program for football, basketball and baseball. Coach Shaw has worked with 77 first-round NFL draft picks in the past 9 years.

“XTREME Performance is a natural fit for me and the athletes I train, its nice to know we are using a safe product,” said Shaw. “XTREME Performance uses only the highest quality ingredients and safety standards to provide an aggressive performance-enhancing system of nutritional supplements that delivers maximum results.”

XTREME Performance products are designed for all body sizes using variable weight adaptive formulas that eliminate waste and maximize absorption for the ultimate in nutritional benefits. The cellular-balanced product line safely increases lean muscle mass, strength and mental concentration, while decreasing body fat and enhancing endurance, all without toxicity build-up or water retention.

“As the strength and conditioning coach for the three time Super Bowl Champion New England Patriots Tom is a perfect addition to the XTREME Performance family,” said Ernie Hassell, founder and CEO for XTREME Performance. “In 2005 alone, he had 16 athletes drafted in the top 3 rounds. His expertise and outstanding coaching abilities have made him a favorite among athletes and the ideal spokesperson for our products.”

A graduate of Central Michigan University (CMU), Shaw went on to complete a Master’s degree at CMU and has 32 hours toward a PhD at Florida State University. Coach Shaw has been written about in ESPN, Sports Illustrated, and USA Today along with several academic journals.

## About XTREME Performance

XTREME Performance Inc. designs and develops innovative, safe, and natural performance enhancing nutritional products for serious competitive athletes and anyone who places a priority on staying physically active. XTREME Performance uses only the highest quality ingredients and safety standards to provide an aggressive performance-enhancing system of nutritional supplements that delivers maximum results.

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For more information call 1-877-869-8736 or visit [www.xtremepformance.com](http://www.xtremepformance.com).

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