

Changing Times Vitamins Announces Positive Preliminary Clinical Study Results On Its Primary Ingredient, ProAlgaZyme Conducted by Health Enhancement Products, Inc. and Wayne State University

Initial Results Show PAZ Organic Compounds, the Primary Ingredient in RecoveryX and LiquidMd, Significantly Reduces LDL (Bad) Cholesterol and Significantly Improves HDL (Good) Cholesterol

SCOTTSDALE, Ariz., July 15, 2009 (GLOBE NEWSWIRE) -- Changing Times Vitamins, Inc. (Pink Sheets:[SGTB - News](#)) is pleased to report that Health Enhancement Products, Inc. (OTCBB:[HEPI - News](#); the manufacturer of ProAlgaZyme) today announced preliminary results of its study to confirm the efficacy of the ProAlgaZyme (PAZ) bioactive compound in managing LDL and HDL cholesterol levels. ProAlgaZyme is the primary ingredient in Changing Times Vitamins major products, LiquidMd and RecoveryX. CTV is the exclusive licensed distributor of the ProAlgaZyme products.

The Wayne State University study was able to confirm that the PAZ organic compound was found to reduce LDL cholesterol levels from 131.7mg/dL to 79.57mg/dL and improve HDL cholesterol from 105.27mg/dL to 138.67mg/dL in test animal subjects.

In Health Enhancement Products, Inc.'s announcement, Dr. Smiti Gupta of Wayne State commented, "The results show a statistically significant decrease in total plasma cholesterol (TC) and LDL. What was even more interesting was the statistically significant increase in HDL, leading to a marked improvement in the TC/HDL ratio. While these initial findings in the hamster model are exciting and promising, further studies are currently underway."

About Wayne State University

Wayne State University is one of the nation's preeminent public research universities in an urban setting, ranking in the top 50 R&D expenditures of all public universities by the National Science Foundation. Through its multidisciplinary approach to research and education, and its ongoing collaboration with government, industry and other institutions, the university seeks to enhance economic growth and improve the quality of life in the city of Detroit, state of Michigan and throughout the world.

About Health Enhancement Products, Inc.

Health Enhancement Products, Inc. is a nutraceutical company engaged in the development of a dietary supplement product using only pure, all-natural ingredients. The Company's premier product is ProAlgaZyme (PAZ), a liquid product drawn from living algae grown in purified water. The water in which the algae is grown is drawn off, filtered and bottled as ProAlgaZyme.

About Changing Times Vitamins, Inc.

Changing Times Vitamins distributes a line of products specifically geared to the health and energy sectors, specifically athletes and people with active life styles. Most products contain a patent pending algae extract that has been clinically tested in humans and animals. Changing Times also produces a line of children's "Popeye The Sailor" products under a license granted by King Features, a division of Hearst Publishing Corp.

Except for any historical information, the matters discussed in this press release contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements involve risks and uncertainties. A number of factors could cause actual results to differ from those indicated in the forward-looking statements. Such statements are subject to a number of assumptions, risks and uncertainties. Readers are cautioned that such statements are not guarantees of future performance and those actual results or developments may differ materially from those set forth in the forward- looking statements. The company undertakes no obligation to publicly update or revise forward-looking statements, whether as a result of new information or otherwise.

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