

Welcome [\[Sign In\]](#)To track stocks & more, [Register](#)

## Financial News

 Enter symbol(s)  [Basic](#) [Get](#) [Symbol Lookup](#)


Press Release

Source: ChampionLyte Holdings, Inc.

### ChampionLyte Beverages, Inc. Engages Syntegral Consulting Corp. to Assist With Marketing and Athlete Endorsements

Tuesday December 21, 8:58 am ET

MIAMI, Dec. 21 /PRNewswire-FirstCall/ -- ChampionLyte Beverages, a wholly owned subsidiary of ChampionLyte Holdings, Inc. (OTC Bulletin Board: [CPLY](#) - [News](#)), announced today it has engaged Syntegral Consulting Corp. to assist with marketing and athlete endorsements for ChampionLyte® sugar-free sports drink.

"We've have been approached by a number of organizations that have expressed an interest in representing our marketing interests; however, we have been very impressed with the creative thought process presented by Syntegral Consulting Corp.," said David Goldberg, president of ChampionLyte Holdings, Inc. "They understand both the opportunities and the obstacles facing any new brand and their plans to broaden the appeal of ChampionLyte® with product placements and endorsements in the urban and sports communities will help establish our product as the premier no-carb, no-sugar, great-tasting sports drink."

ChampionLyte Beverages, Inc. manufactures and markets ChampionLyte®, the first completely sugar-free entry in the multi-billion dollar isotonic sports drink market. It is the only sports drink with no sugar, calories, sorbitol, saccharin, aspartame, caffeine or carbonation. The reformulated product is sweetened with Splenda®, the trade name for Sucralose produced by McNeil Laboratories.

"It is essential to any working client-agency relationship that both parties are fully committed to the same agenda," said Michael John, CEO and chairman of Syntegral Consulting Corp. "One of our first steps in this process will be to position the product as the 'hip' sports drink through athletes and entertainers who the public know and trust."

About ChampionLyte Holdings, Inc.

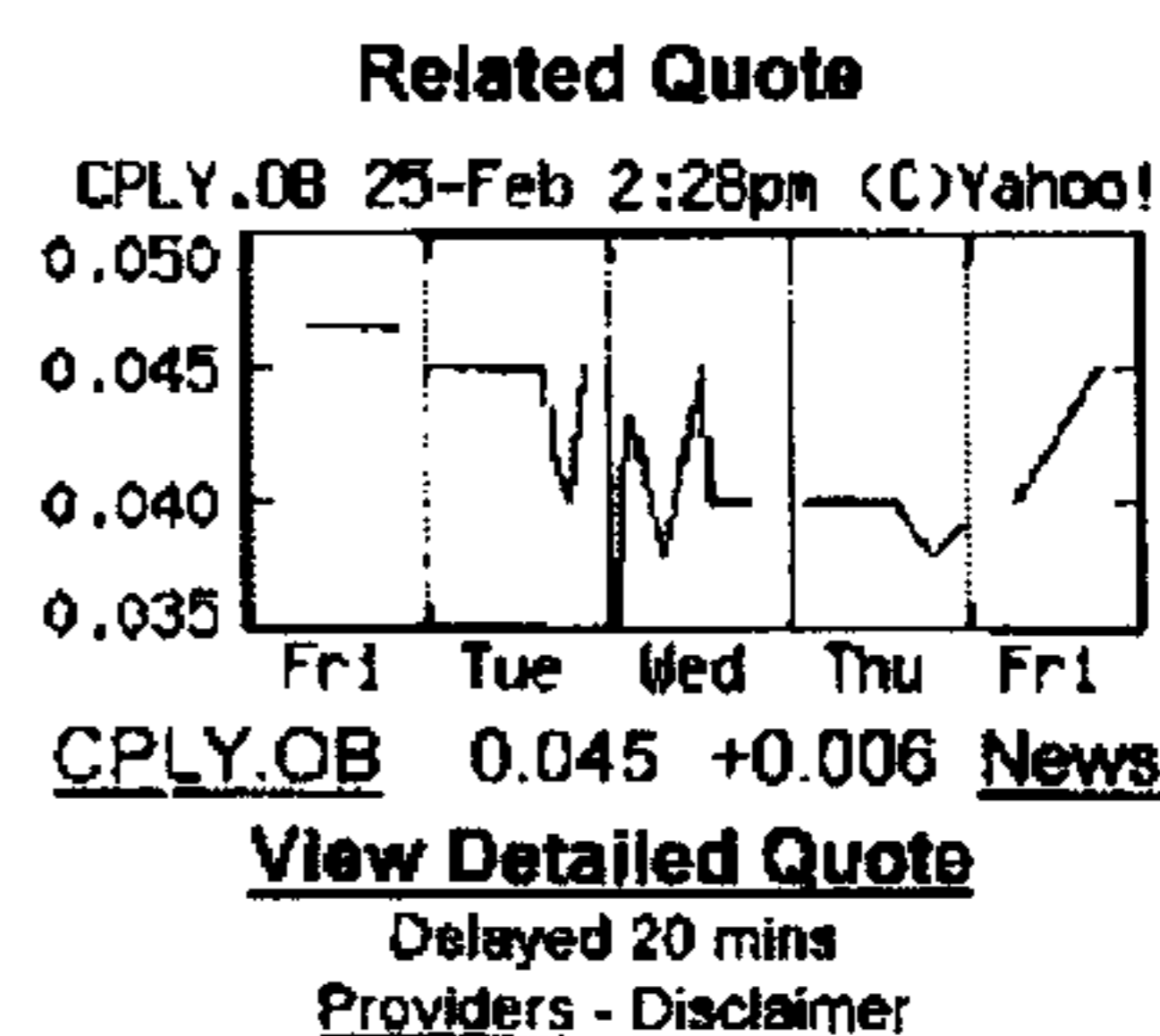
ChampionLyte Holdings, Inc. is a fully reporting public company whose shares are quoted on the OTC Bulletin Board under the trading symbol CPLY. Its recently formed beverage division, ChampionLyte Beverages, Inc., a Florida corporation, manufactures, markets and sells ChampionLyte®, the first completely sugar-free entry into the multi-billion dollar isotonic sports drink market. Its The Old Fashioned Syrup Company subsidiary manufactures, distributes and markets three flavors of sugar-free syrups. The products are sold in more than 20,000 retail outlets including some of the nation's largest supermarket chains. The Company recently established a low-carb subsidiary, Be-Lyte® Foods.

About Syntegral Consulting Corp.

Syntegral Consulting is a niche boutique consulting firm providing unique consultation services to the world of capital markets and investments. The company provides a comprehensive list of services to our clientele, including business and investment intelligence, resources, and strategic alliances. Syntegral Consulting's main focus is creating profit out of chaos for internal and external investors. Internal investors are CEOs and presidents of publicly traded and privately held companies. External investors are investment bankers, mortgage bankers, private and institutional investors, marketing and media consulting firms, and attorneys. For more information, visit <http://www.syntegralconsulting.com>.

The Private Securities Litigation Reform Act of 1995 provides a "safe harbor" for forward-looking statements. Certain of the statements contained herein, which are not historical facts, are forward-looking statements with respect to events, the occurrence of which involve risks and uncertainties. These forward-looking statements may be impacted, either positively or negatively, by various factors. Information concerning potential factors that could affect the Company is detailed from time to time in the Company's reports filed with the Securities and Exchange Commission.

Contact: Peter Nasca



#### Related News Stories

- [Kameryn Beverage of Chicago Takes Initial Order of ChampionLyte\(R\) Sports Drink From ChampionLyte Beverages, Inc.](#) - PR Newswire (Thu Feb 24)
- [Valu Rite of Trinidad and Tobago Receives Initial Order of ChampionLyte\(R\) from ChampionLyte Beverages, Inc.](#) - PR Newswire (Wed Feb 23)
- [ChampionLyte Beverages, Inc. Signs Letter of Intent With Valu Rite of Trinidad](#) - PR Newswire (Mon Feb 7)
- [ChampionLyte Beverages, Inc. Signs Letter of Intent With Kameryn Beverage of Chicago](#) - PR Newswire (Tue Feb 1)

[More...](#)

- [By industry: Advertising, Food/beverage, Sports](#)

#### Top Stories

- [GDP Report Sends Dow to Year's Best Close](#) - Associated Press (Fri Feb 25)
- [4th Quarter Growth Stronger Than Expected](#) - Associated Press (Fri Feb 25)
- [Ex-WorldCom Chief Ebberts Plans to Testify](#) - Associated Press (Fri Feb 25)
- [ChoicePoint Execs Sold Shares After Breach](#) - Associated Press (Fri Feb 25)

[More...](#)

- [Most-emailed articles](#)
- [Most-viewed articles](#)



**3450 Park Central Blvd. North  
Pompano Beach, FL 33064  
Phone: (866)438-5983 Fax: (954)971-8846**

January 14, 2005

Michael John  
Syntergral Consulting Corporation  
490 Opa Locka Blvd.  
Suite 11  
Miami FL 33054

Dear Michael,

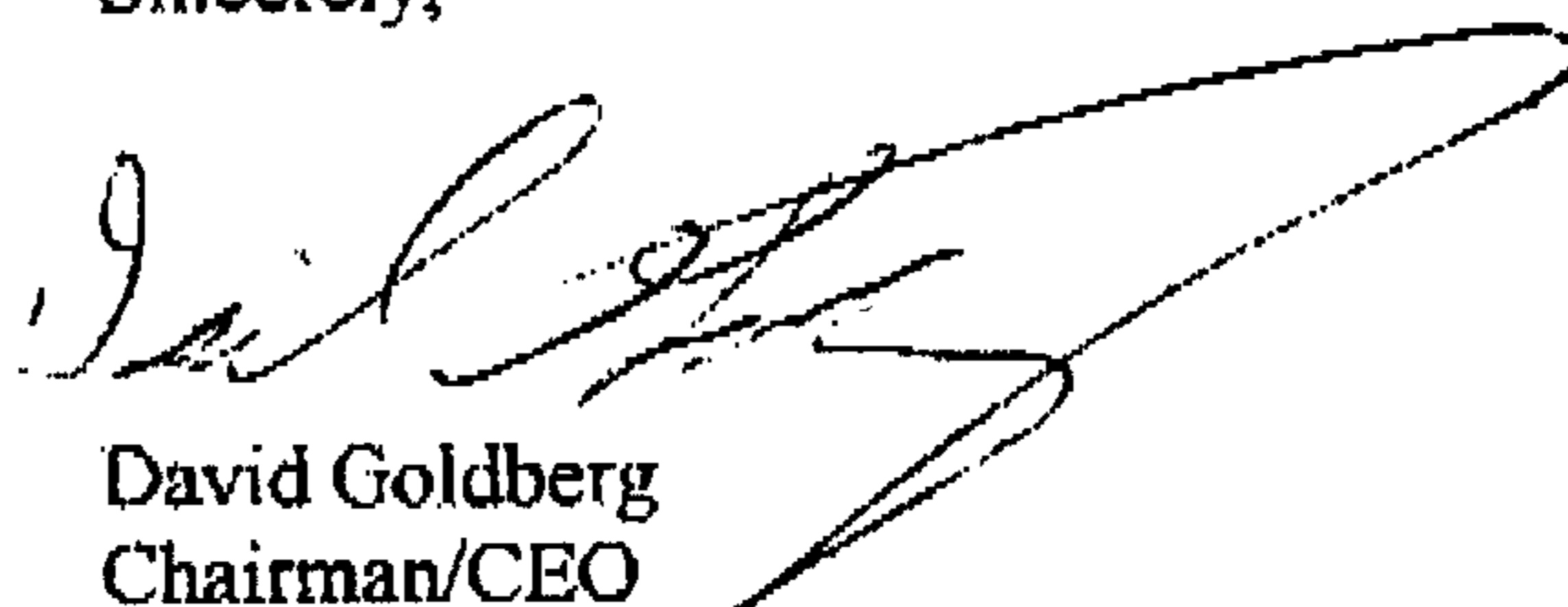
Pursuant to our recent conversations, below please find the partnering agreement between Shaquille O'Neal and ChampionLyte Holdings, Inc. I am sure you will find this equitable for all parties involved. We appreciate your strong contacts and extreme professionalism throughout this process.

Our proposal is as follows:

1. Transfer 75% ownership in ChampionLyte Beverage, a wholly owned subsidiary. This ownership will be held in escrow, released monthly on a case volume basis.
2. Exercise ownership for 50% ownership in ChampionLyte Holdings, Inc., pricing of options to be based on net contribution from case volume performance.
3. \$500,000 cash signing bonus to be paid out monthly based on the rate of fifty cents per case up to the first one million cases sold.
4. Contingent upon retail partnership to guaranteeing purchase of product produced.

We are looking forward to moving ahead with all parties involved and a successful, long-term endeavor.

Sincerely,



David Goldberg  
Chairman/CEO