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PacificHealth Laboratories Announces Three FORZE GPS Marketing Initiatives

MATAWAN, NJ, September 14, 2009 - - PacificHealth Laboratories, Inc. (OTCBB: PHLI), a leading sports nutrition company, is pleased to announce three marketing initiatives for FORZE GPS™ bars and drinks, the first scientifically proven appetite control tools created specifically for athletes.

The first initiative involves GNC, the largest specialty retailer of nutritional products, which will partner with the Company to conduct a targeted customer email campaign involving extensive couponing and advertising. GNC, which in August began selling the full line of FORZE GPS products nationwide in approximately 1500 of its top performing stores, expects to reach over 250,000 opted-in consumers during this marketing campaign.

The second initiative is PHLI is pleased to report that more than 32,000 consumers sampled FORZE GPS bars at the Virginia Rock 'n' Roll Marathon, Half Marathon and Expo, held September 6, 2009. By the end of 2009 over one million consumers are expected to have sampled FORZE GPS bars and drinks. The next Rock 'n' Roll events in 2009 are in Philadelphia beginning September 18th, San Jose on October 4th, San Antonio on November 15th, and Las Vegas on December 6th. Each marathon is preceded by a two-day health & fitness expo prior to the event, where all participants must visit to pick up their race packets and goodie bags which contain FORZE GPS bars - - the "Official Bar" of the Rock 'n' Roll Marathon series.

The third initiative is PHLI's participation in the Interbike International Bicycle Expo (www.interbike.com) in Las Vegas from September 23-25. The largest bike expo in the world, it brings 1,000+ brands and 10,000+ buyers in the bicycle industry from around the world for three days of exhibits, product launches, and seminars. PHLI will provide samples of its FORZE GPS products including two new bar flavor offerings, Chocolate Decadence and Caramel Chocolate. In addition, the entire line of popular ACCELERADE™ and ENDUROX® R4® sports drinks will be available, including the soon to be released single-serve packets for cyclists on the go.

PHLI will use a special sales tool at the Interbike Expo -- the FORZE GPS Realizer anti-gravity running machine. This machine, developed by NASA and available from Alter-G, allows runners to experience lower body weight through the machine's air pressure support, and thus experience firsthand how weight directly impacts their athletic performance. Even a reduction of 10% is a profound experience (the machine can reduce weight to as low as 20% of static weight) and is the perfect theater to create interest in FORZE GPS appetite control tools and embody the GET LEANER. GO FASTER.™ premise.

PHLI is also pleased to announce that Brazcom Services, a distributor of PHLI products, has begun selling the full line of FORZE GPS products in Brazil. Brazcom has been a long standing and valuable distributor of the Company's products in Brazil.

Jason Ash, President and CEO of PHLI, said, "We are beginning to see the benefits of our comprehensively integrated marketing and distribution strategy and this will increase the financial performance of PHLI in due course. By working more closely with our key customers and national accounts, such as GNC and Vitamin Shoppe, leveraging our sales teams presence with our specialty retail customers, and increasing awareness through high profile events like the Rock 'n' Roll marathon series and the Interbike Expo, we can significantly enhance the opportunities for a successful launch of innovative, proprietary products like FORZE GPS. The energy and momentum continues to build."

About PacificHealth Laboratories:

PacificHealth Laboratories, Inc. is an innovative and leading sports nutrition company that focuses on marketing, developing, and selling premium nutrition products to active consumers seeking to improve their health and performance. Our brands and nutrition tools are segmented into three discreet platforms: rehydration/energy, recovery, and optimal racing weight and include Forze GPS, the first scientifically proven appetite management tool created specifically for athletes. To learn more, visit www.pacifichealthlabs.com.

This news release contains forward-looking statements. These statements can be identified by introductory words such as "expects", "plans", "will", "estimates", "forecasts", "projects" or words of similar meaning and by the fact they do not relate strictly to historical or current facts. Forward-looking statements frequently are used in discussing new products and their potential. Many factors may cause actual results to differ from forward-looking statements, including inaccurate assumptions and a broad variety of risks and uncertainties, some of which are known, such general economic conditions, consumer product acceptance and competitive products, and others of which are not. No forward-looking statements are a guarantee of future results or events, and one should avoid placing undue reliance on such statements.

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