

## South Street Media to Develop IR Department for Creative Edge Nutrition

NEW YORK, Feb 02, 2012 – South Street Media, Inc will be assisting Laufer Bridge Enterprises, Inc. (Pink Sheets:LBGE), through its operating subsidiary Creative Edge Nutrition, Inc. (Cenergy), in developing an internal investor relations department for better shareholder communications.

The Company is currently retaining South Street Media to assist in developing an internal media and public relations department. The firm will assist in distribution of company press releases, and developing an internal shareholder communications department.

In early December, the Company had begun shipments of beta samples of METABOLIC XTREME, a new age weight management and fat loss product to select clients. The first test shipments have already produced positive feedback in preparation for Cenergy's full product rollout of their Metabolic Xtreme product. For more information on our upcoming product line please visit [www.cenergynutrition.com](http://www.cenergynutrition.com)

Melissa J. Diaz, the President of South Street Media commented, "Cenergy's test launch of their weight-loss supplement Metabolic Xtreme, positions the company for a full launch early in 2012. With a number of new products in the pipeline, and access to an already existing global distribution network to retail stores, Cenergy Nutrition is poised for rapid growth, and we look forward to assisting them in getting that story out to the investment community."

To request an investor packet on Creative Edge Nutrition register online at [www.wallstreetnewscast.com/request/lbge.html](http://www.wallstreetnewscast.com/request/lbge.html)

### About Creative Edge Nutrition, Inc

Laufer Bridge Enterprises, Inc., through its operating wholly subsidiary Creative Edge Nutrition, Inc, is a nutrition company engaged in the development of nutraceuticals. They will offer a broad spectrum of capsules, tablets, and powders, as well as science based products in three principal categories. These categories are weight management, nutrition challenges, energy and fitness. The Company's objective is to successfully market, distribute nutritional products, and continue to develop innovative supplements. [www.CenergyNutrition.com](http://www.CenergyNutrition.com)

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### Safe Harbor Statements:

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