

## **Flex Pharma Named Official Sponsor of 2015 IRONMAN World Championship Presented by GoPro**

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Kona, HI (October 8, 2015) – Flex Pharma, Inc. (NASDAQ: FLKS), a company developing innovative and proprietary treatments for exercise-associated muscle cramps, nocturnal leg cramps, and spasms associated with severe neuromuscular conditions, announced today that it has been named an official sponsor of the 2015 IRONMAN® World Championship presented by GoPro® taking place in Kailua-Kona, Hawaii on October 10, 2015.

“The IRONMAN World Championship presented by GoPro is one of the most iconic endurance events in the world. The enthusiasm and innovation behind Flex Pharma’s breakthrough scientific discovery makes them an ideal official sponsor of this remarkable event,” said Sr. Cameron O’Connell, Director of Sales for IRONMAN, North America. “Our athletes are some of the toughest in the world, and this groundbreaking insight into an issue faced by even the most meticulously prepared athletes truly will help them reach the finish line.”

After Dr. Rod MacKinnon, a Nobel Prize winning neuroscientist and endurance athlete, and his Harvard neurobiology professor friend, Dr. Bruce Bean, were seized by muscle cramps, the two set out to unravel the mystery, to separate misguided assumptions from scientific reality, and discovered this surprising insight: When it comes to preventing muscle cramps, it’s not about the muscle, it’s the nerve. Together they developed a proprietary formulation that has the potential to be the foundation for a new category of nutrition: Neuromuscular Performance. Developed with the rigorous scientific methods, the formula can address an issue that’s vexed endurance athletes for years.

“We’re thrilled to be a part of IRONMAN because being an endurance athlete is what led to the creation of Flex Pharma and this scientific breakthrough,” said Marina Hahn, President Consumer. “We know how debilitating cramping can be. No athlete should be betrayed by their body because of muscle cramps. It’s not mind over matter. It’s not only nutrition and energy management. It’s about the nerves. And we’re excited to support the triathlon community at this pinnacle event.”

Many athletes around the world who are training for the IRONMAN World Championship and suffer from muscle cramps have already been incorporating Flex Pharma’s revolutionary discovery into their training and racing. Representatives from Flex Pharma will be available October 7-10 at the IRONMAN Village Expo booth for sampling. The Company expects to begin commercializing its consumer product in the first half of 2016.

To learn more about Flex Pharma's scientific discovery, visit [www.itsthenerve.com](http://www.itsthenerve.com). You also can follow @itsthenerve on Twitter and Instagram, and become a fan on Facebook at <https://www.facebook.com/itsthenerve>.

### **About Flex Pharma**

Flex Pharma, Inc. is a biotechnology company that is developing innovative and proprietary treatments for exercise-associated muscle cramps, nocturnal leg cramps, and spasms associated with severe neuromuscular conditions. In three randomized, blinded, placebo-controlled, cross-over studies, Flex Pharma's proprietary treatment has shown a statistically significant reduction in the intensity of muscle cramps in healthy normal volunteers.

Flex Pharma was founded by National Academy of Sciences members Rod MacKinnon, M.D. (2003 Nobel Laureate), and Bruce Bean, Ph.D., recognized leaders in the fields of ion channels and neurobiology, along with Chairman and Chief Executive Officer Christoph Westphal, M.D., Ph.D.

Individuals can follow the Company on Twitter (@flexpharma) and the Company's website (<http://ir.flex-pharma.com/>) to see the latest progress of the Company's pre-launch activities for its consumer product to prevent and treat exercise-associated muscle cramps.

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