



FOR IMMEDIATE RELEASE

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**DR. ANDREW WEIL AND TWINLAB SELECT
GanedenBC³⁰, A HIGH-SURVIVABILITY PROBIOTIC STRAIN OF BACTERIA,
FOR USE IN PREMIUM BRANDED PRODUCTS**

CLEVELAND, OH (May 24, 2007) --- Ganeden Biotech, Inc., a leading consumer products company featuring once-daily, over-the-counter probiotic treatments that promote digestive health, recently entered into a supply and licensing agreement with IdeaSphere, Inc, a global healthcare company specializing in vitamins, minerals and other nutrition products, to develop and launch probiotic supplements for Dr. Andrew Weil and Twinlab.

Dr. Weil is an internationally-recognized expert on integrative medicine, medicinal plants, mind-body interactions and the future of medicine and health care. Twinlab is a leading manufacturer and marketer of high quality, science-based, nutritional supplements.

GanedenBC³⁰, the probiotic strain of bacteria used in Dr. Weil's Daily Digestive Support Formula[®] and Twinlab[®] Super Probiotic Formula, was selected because it has a history of safe use, is an extremely hardy organism that is able to survive the heat and pressure of manufacturing, has a long shelf life without refrigeration and can survive the acidic environment of the stomach - a vital factor for any probiotic, since friendly bacteria can only have a positive health benefit if they are alive when they reach the intestines.

"The unique *GanedenBC³⁰* strain I chose for my Daily Digestive Support Formula is remarkably hardy, requiring no refrigeration and delivering 35 times more live cultures to the intestinal tract than yogurt," said Dr. Weil.

Andrew Lefkowitz, president of Ganeden Biotech, said the company is very excited about Dr. Weil's decision to license *GanedenBC³⁰* for his premium probiotic supplement. "Ganeden's Digestive Advantage products are extremely successful in helping people with digestive disorders. Having Dr. Weil license our core technology helps broaden our consumer reach to the natural segment."

Probiotics, which means "for life," are beneficial or friendly bacteria that help balance and maintain a healthy digestive system and inhibit harmful bacteria in the gut, while also strengthening the body's immune system. Probiotics have proven effective in helping reduce symptoms of digestive disorders ranging from general upsets to diarrhea, constipation, urgency and in some cases, the relief of symptoms associated with Irritable Bowel Syndrome.

Many factors, including antibiotic use, traveling, a poor diet, stress, age and certain medications can upset the body's natural defenses. Probiotics, when used as a daily supplement, can also promote digestive health by replenishing healthy bacteria levels and restoring intestinal balance.

About *GanedenBC³⁰*

GanedenBC³⁰ is a clinically-proven, safe and effective healthy strain of probiotic bacteria that has proven efficacious in numerous digestive disorders and stimulation of the immune system. A strain of the bacteria *Bacillus coagulans*, *GanedenBC³⁰* is protected by a hardened layer of organic material, ensuring the probiotic bacteria reach the digestive tract where they offer the greatest health benefit, successfully colonizing in the intestines and helping the body sustain a healthy digestive and immune system. Available in dozens of products, *GanedenBC³⁰* is being licensed in functional foods, nutritional supplements, beverages and topical applications, with companies worldwide.

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About Dr. Weil

Andrew Weil, M.D., has devoted the past thirty years to developing, practicing, and teaching others about the principles of integrative medicine. Dr. Weil combines a Harvard education and a lifetime of practicing natural and preventive medicine to provide a unique approach to health care which encompasses body, mind, and spirit. A world-renowned leader and pioneer in the field of integrative medicine, Dr. Weil is a best-selling author and editorial director of DrWeil.com, the leading online resource for healthy living based on the philosophy of integrative medicine.

Dr. Weil's books include the national bestsellers *Spontaneous Healing*, *8 Weeks to Optimum Health*, *Eating Well for Optimum Health*, and *The Healthy Kitchen*. His latest book, *Healthy Aging: A Lifelong Guide to Your Physical and Spiritual Well-Being*, was published in October 2005. He also authors the popular Self Healing newsletter and is the Director of Integrative Health & Healing at Miraval Life in Balance Resort.

About Ganeden Biotech

Founded in 1997, Ganeden Biotech is a consumer healthcare company that features a popular line of over-the-counter, daily products under the Sustenex and Digestive Advantage brands, including its extremely popular treatments for Constipation, Gas, Irritable Bowel Syndrome (IBS) and Lactose Intolerance. All of Ganeden's oral products contain a powerful, patented strain of healthy bacteria, which work within the intestinal ecosystem to help normalize digestive function and combat a variety of digestive symptoms.

Ganeden Biotech is dedicated to improving peoples' quality of life through continued consumer and physician education and researching and developing new products. More than 40,000 retail stores nationwide as well as major internet retailers carry Digestive Advantage and Sustenex products. For more information, visit www.ganedenbiotech.com or call 800.456.0276.

About Twinlab

Twinlab currently provides over 1,500 nutritional products, including tablets, capsules and powder drink mixes. Twinlab formulas reflect the latest medical discoveries, incorporating meticulously researched premium ingredients. The company is committed to providing products and information that help people achieve wellness and promote a healthy lifestyle through a holistic approach. The company markets under the brands Twinlab[®], which includes the Fuel[®] line of sports and nutritional supplements; Ultra Harvest[®], a premium food-based line of vitamins and minerals; Natures Herbs[®]; Alvita Teas[®]; Rebus Publishing[®]; Metabolife[®] and Dr. Weil supplements.

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