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## FOR IMMEDIATE RELEASE

### **Dominion Flour Introduces Probiotic Muffin Mixes**

*The muffin mixes use the probiotic GanedenBC<sup>30</sup>™ making this the latest in a string of shelf-stable probiotic products*

Atlanta, GA (May 7, 2009) – Dominion Flour Co. an Atlanta-based maker of dry mix and frozen food products, announced the launch of a line of probiotic muffin mixes which requires no refrigeration.

The muffin mixes are made with the patented probiotic GanedenBC<sup>30</sup>, manufactured exclusively by Ganeden Biotech. Each 4oz muffin is fortified with prebiotic fiber, and GanedenBC<sup>30</sup>.

“Our muffin mixes are the perfect solution for people looking for a healthy snack that can help regulate and maintain a healthy digestive system, particularly for those who desire something other than yogurts” said Scott Albertson, president of Dominion Flour Co. “Consumers are no longer confined to the refrigerated section of the grocery store when looking for a probiotic-enhanced snack.”

Ganeden has collaborated with a number of companies and developed a line of consumer products using the probiotic strain GanedenBC<sup>30</sup>, Dominion is the first company of its kind to produce mass market dry bakery mix. Probiotics are “good” bacteria that support healthy immune and digestive systems. Unlike many probiotic strains currently found in popular brands of yogurt, GanedenBC<sup>30</sup> is able to survive the heat and pressure of manufacturing processes, as well as the acidic environment of the stomach. GanedenBC<sup>30</sup> also remains viable without refrigeration, making it ideal for inclusion in shelf-stable products like muffin mixes or other baking and dry mix snack applications.

“We are thrilled that Dominion Flour Co. is taking advantage of the unique characteristics of GandenBC<sup>30</sup> to offer consumers more options when it comes to shelf-stable, probiotic-enhanced products” said Ganeden Biotech CEO Andy Lefkowitz.

The probiotic muffin mixes are the first of many baking and food mix products to be offered by Dominion Flour Co. containing GandenBC<sup>30</sup>. These products will be the perfect solution for consumers, grocers, wholesale food manufacturers, and food service companies serving hospitals, nursing homes and schools seeking to provide an alternative to traditional yogurt.

### **About The Dominion Flour Company**

Founded in 2007 and headquartered in Atlanta, Georgia, Dominion Flour Co. uses only quality ingredients in order to manufacture and distribute world class dry mix and frozen food products. They have an experienced, committed team of Baking Industry professionals focused on exceeding the needs and expectations of their customers. They offer the most competitive prices the market allows with an unwavering level of quality and consistency within the dry mix and frozen food categories. For more information about Dominion Flour Co. visit [www.dominionflour.com](http://www.dominionflour.com), or contact Charlie Allen, National Sales Manager, at 479-236-4290. You can sample Dominion’s probiotic muffin mix, and other Dominion products featuring GandenBC<sup>30</sup>, in June at the IDDBA Convention in Atlanta.

### **About Ganeden Biotech**

Founded in 1997, Ganeden Biotech Inc. is based in Cleveland, Ohio, and is the largest seller of over-the-counter probiotics in the U.S. through its Digestive Advantage® and Sustenex™ brands. It also licenses its patented probiotic bacteria, GandenBC<sup>30</sup>, for use in commercial food and beverage applications, medical foods, nutraceuticals and in animal health industries. GandenBC<sup>30</sup> is self-affirmed GRAS (Generally Recognized as Safe) for use as a food ingredient. For information about licensing opportunities visit [ganedenlabs.com](http://ganedenlabs.com). For probiotic supplement information, visit [digestiveadvantage.com](http://digestiveadvantage.com) or [sustenex.com](http://sustenex.com).

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