



Contact:  
Russ Rizzo, Linhart PR  
303-951-2561  
[rrizzo@linhartpr.com](mailto:rrizzo@linhartpr.com)

**FOR IMMEDIATE RELEASE**

## **Ganeden Biotech Receives Frost & Sullivan “Probiotics Product Innovation” Award**

*Unique probiotic strain, GanedenBC30, recognized for superior survivability and for opening new food and beverage product categories*

CLEVELAND (December 16, 2008) – Frost & Sullivan, the international growth consulting company, named Ganeden Biotech Inc. the recipient of its 2008 North American Food and Beverage Probiotics Product Innovation Award. The award recognizes Ganeden Biotech’s innovative [probiotic](#) strain, GanedenBC30™, for opening new development initiatives in food and beverage product categories.

Frost & Sullivan’s prestigious Probiotics Product Innovation award was granted to Ganeden Biotech for the advancement of the patented technology driving GanedenBC30. GanedenBC30 is able to survive harsh manufacturing processes, such as baking and freezing, as well as the acidic environment of the digestive tract better than other commercially available probiotic strains. This [probiotic bacteria](#) is more robust than traditional probiotic strains because it is protected by a spore, which is analogous to a seed and accounts for the strain’s superior viability. The spore protects the cell’s genetic material from the heat and pressure of manufacturing processes, challenges of shelf life and the acid and bile to which it is exposed to during digestive transit. The viable spore is then able to grow and multiply into new cells in the small and large intestines.

“The introduction of GanedenBC30 has certainly expanded the application of probiotics into product areas that were previously unavailable within food and beverage markets,” said Dr Deborah Cross, Industry Analyst at Frost & Sullivan. “The number of products available has already been enhanced substantially in previously undeveloped sectors such as bakery and snacks.” GanedenBC30 has many times the rate of survival of the probiotic strains typically found in most probiotic-enhanced yogurts and can survive baking temperatures above 350 degrees Fahrenheit, making it particularly effective and robust.

In 2008, Ganeden Biotech teamed up with a number of food and beverage manufacturers to develop a wide variety of probiotics-enhanced products, including non-refrigerated nutrition bars, condensed soups, muffins and frozen yogurt. GanedenBC30 is also available in the over-the-counter probiotic products under the Digestive Advantage and Sustenex brands.

“We are grateful for Frost & Sullivan’s recognition of our hard work in developing a powerful probiotic strain that can provide consumers with a range of health benefits,” said Ganeden Biotech CEO Andrew Lefkowitz. “We look forward to continuing to work with food and beverage manufactures in developing innovative probiotic-enhanced products to help consumers lead happier and healthier lives.”

### **About Ganeden Biotech**

Founded in 1996, 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, GanedenBC30™, for use in commercial food and beverage applications, medical foods, nutraceuticals and in animal health industries. GanedenBC30 is self-affirmed GRAS (Generally Recognized As Safe) by an independent panel of experts assembled to assess its safety in use as a food ingredient. For more information about licensing opportunities visit [ganedenlabs.com](http://ganedenlabs.com) and for probiotic supplement information visit [digestiveadvantage.com](http://digestiveadvantage.com) or [sustenex.com](http://sustenex.com).

### **About Frost & Sullivan**

Frost & Sullivan, the Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices empower clients to create a growth focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan’s Growth Partnerships, visit <http://www.frost.com>.

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