



Contact:

Jennifer Tilliss, Linhart PR

303-951-2566

jtilliss@linhartpr.com

FOR IMMEDIATE RELEASE

Ganeden Biotech Introduces the First Probiotic Thin Strip

Novel delivery system expands probiotic market and enables easy delivery of GanedenBC30® probiotic

CLEVELAND (Sept. 15, 2009) – Ganeden Biotech Inc., makers of the patented probiotic strain [GanedenBC30®](#), today announced the launch of the first quick dissolving, thin strip probiotic product. The new thin strip product is the latest in a number of innovative probiotic-enhanced products introduced by Ganeden Biotech over the past year.

The recent popularity of thin strips as a supplement delivery system led Ganeden Biotech to develop the new thin strip product as another option for consumers looking to improve their digestive and immune health with “good bacteria” or probiotics. The thin strip quickly adheres to the tongue making it an ideal delivery system for children, the elderly, individuals with trouble swallowing, and even some pets. In addition to the convenience of the thin strips, they provide an alternative for individuals who are unable or prefer not to take supplements in pill or liquid forms.

Available in a variety of flavors and dosages that have been formulated in applications for adults, children and companion animals, the new thin strips are shelf stable and deliver significant probiotic doses (up to 1.5 billion CFU/strip). The strips are available in convenient, turn-key 10 and 30 pack boxes of individually, foil packed strips that can be produced under private label for rapid market introduction.

Prior to the development of the Ganeden Biotech thin strip product, probiotic thin strip applications were limited as the harsh manufacturing conditions required to develop the strips would render most probiotic strains ineffective. However, the ability of [GanedenBC30](#) to survive these conditions, largely due to a naturally-occurring hardened shell of organic material that protects the bacteria, made it a viable probiotic for thin strip applications.

“We are thrilled to introduce this thin strip technology to the probiotic market,” said Ganeden Biotech CEO Andrew Lefkowitz. “This innovative application is another step forward in expanding the breadth of convenient probiotic products available to consumers. We look forward to continuing to develop and bring to market new probiotic products that are core to Ganeden Biotech’s mission to improve quality of life.”

More information about the new thin strips and private label opportunities can be found at www.ganedenlabs.com.

About Ganeden Biotech

Founded in 1996, Ganeden Biotech Inc. is a private company 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, Ganeden**BC30**, for use in commercial food and beverage applications as well as in medical foods and dietary supplements. Ganeden**BC30** was found to be Generally Recognized As Safe (GRAS) by an independent expert panel assembled to assess its safety in use as a food ingredient. Digestive Advantage and Sustenex are available at over 40,000 retailers nationwide including Walmart, CVS/pharmacy, Walgreens, Rite-Aid, Stop & Shop, Giant, Publix, Kroger, and Target. For more information, visit www.digestiveadvantage.com, www.sustenex.com, or www.ganedenlabs.com.

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