



Media Contact:

Russ Rizzo

rrizzo@linhartpr.com

303-951-2561

Ganeden Biotech Introduces GanPro™ Direct-Fed Microbial for Livestock
Leader in consumer probiotics expands into livestock industry with Direct Fed Microbial offering.

MAYFIELD HEIGHTS, Ohio (June 22, 2009) – Ganeden Biotech Inc., the largest seller of over-the-counter probiotics in the U.S., today announced the launch of GanPro™, an all-natural animal feed additive containing a direct-fed microbial (DFM) that has been shown to support gut health and naturally promote feed conversion in livestock.

Enhanced with one of Ganeden Biotech's patented strains of *Bacillus coagulans*, GanPro survives pelleting and other manufacturing processes as well as the harsh stomach environment of the animal. GanPro delivers consistent results, is cost-effective and is easier to use than many other DFM and lactic acid bacteria (LAB) products because, unlike many DFM and LAB products, it can be mixed directly with animal feed, does not need to be administered separately and does not require refrigeration. GanPro is appropriate for livestock of all ages. Recommended feeding rates per head are: 36 grams per day for cattle; 5.5 grams per day for pigs; and 1 gram per day for chickens. The product, which is sold directly by Ganeden Biotech, is available in bulk quantities and 50-pound bags.

The bacterial strain in GanPro has been shown to:

- improve feed conversion ratios by increasing daily weight gain
- increase immune system response
- maintain the balance between good and bad gut bacteria

“Ganeden Biotech is proud to introduce GanPro as a cost-effective solution for livestock farmers who are looking for safe ways to improve feed conversion ratios and naturally improve livestock health,” said Devon Durkee, Ph.D., technical account manager at Ganeden Biotech. “Because the probiotic strain used in GanPro is highly viable and able to survive in an animal's digestive tract, it is a great alternative to more traditional DFMs.”

Probiotics, known as direct-fed microbials, or DFMs, in the animal nutrition industry, are good bacteria that have been shown to improve both digestive and immune health in animals. The protective nature of the *Bacillus coagulans* strain used in GanPro allows the bacteria to survive harsh manufacturing processes and the stomach environments of the animals to reach their digestive tract where they can grow creating the maximum benefit to the animal.

“We're excited to enter the farming and livestock production industry with GanPro,” said Andy Lefkowitz, Ganeden Biotech's CEO. “This innovative product provides farmers and ranchers

with a natural and effective way to improve livestock health and positively influence feed conversion without the use of antibiotics.”

About Ganeden Biotech, Inc.

Established in 2006, [Ganeden Labs](#) is the licensing and development division of Ganeden Biotech, the largest seller of over-the-counter probiotic bacteria in the United States. Ganeden Labs makes proprietary, patented probiotic technology available for use in innovative products in a wide range of industries. Ganeden Labs also maintains an extensive intellectual property portfolio with patent and trademark protection for an array of technologies all over the world. Ganeden Biotech’s various strains of *Bacillus coagulans* and its related patents are available for license in functional foods and beverages, supplements, animal health products and topical applications.

###