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Ganeden Biotech, Guernsey Farms Dairy Introduce New Probiotic Milk Line *New milk products the first to be enhanced with GanedenBC³⁰ probiotic*

CLEVELAND (April 13, 2010) – [Ganeden Biotech, Inc.](#), maker of the patented probiotic strain GanedenBC³⁰®, today announced the launch of a new probiotic milk line by [Guernsey Farms Dairy](#), a family owned and operated dairy processing facility located in Northville, MI. The new line is the first to incorporate GanedenBC³⁰ and is one of only a handful of probiotic-enhanced milk lines currently available to consumers.

The new line includes half-gallon reduced fat and fat free varieties. In addition to being fortified with GanedenBC³⁰, the milk is also free of all growth hormones. The new products are currently available at a variety of southeast Michigan grocery retailers, including: Arbor Farms, Busch's Markets, Hiller's Markets, Plum Markets, Holiday Markets, Hollywood Markets, Oakridge Markets, Nino Salvaggio Marketplaces and Value Center Markets, with further expansion planned for the near future.



“With this new line, we are excited to have the opportunity to not only provide new high-quality dairy products to the public, but products that can also play a role in promoting improved digestive and immune health when incorporated into a healthy diet,” said Tom Rice, marketing director for Guernsey Farms Dairy. “Now consumers who enjoy our milk can have the added health benefits of probiotics without having to take a supplement.”

Probiotics are "good bacteria" that have been shown to improve digestive health and support immunity. Unlike many probiotic strains, GanedenBC³⁰ is unique in its ability to survive harsh manufacturing processes, including those used in milk processing. The survivability and viability of GanedenBC³⁰ can be attributed to the naturally-occurring layer of organic material that protects the genetic core of the bacteria.

"We have been interested in collaborating on a probiotic-enhanced milk line for some time, and have found the perfect partner in Guernsey Farms Dairy," said Ganeden Biotech CEO Andrew Lefkowitz. "We look forward to continuing to work with Guernsey Farms Dairy to expand



distribution of this new probiotic milk line to make these delicious and healthy products available and accessible to an even greater number of consumers.”

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 and for probiotic supplement information visit digestiveadvantage.com or sustenex.com.

About Guernsey Farms Dairy

Since 1940, Guernsey Farms Dairy has been a family –run business maintaining the formula and philosophy of founder John McGuire: “Produce good products, maintain the quality and give good service in delivering them to the customers.”

From our original wood-frame store at the foot of the Center Street hill in Northville to our current location on Novi Road our products have always been made using only the finest ingredients specially formulated by John himself. Our list of quality ingredients now includes GanedenBC³⁰.

For us it’s more than a job, it’s a family tradition.