

FOR IMMEDIATE RELEASE

Isabella's Healthy Bakery unveils Activate – a new probiotic muffin fortified with GanedenBC³⁰ Probiotic

New Orleans, Louisiana (June 3, 2008) – Isabella's Health Bakery launched Activate raisin bran probiotic fortified muffins at this year's International Dairy/Deli/Bakery Association (IDDBA) show in New Orleans. The new Activate muffins are being positioned to support digestive health and are fortified with the high-survivability probiotic, GanedenBC³⁰ (*Bacillus coagulans* GBI-30, 6086).

Isabella's Healthy Bakery president, Monica Curtis, describes the addition of GanedenBC³⁰ as a perfect match. "For so many years, we've been focusing on taking things out of our muffins. Now the opposite is true. We've started to enhance them with nutrients to offer consumers the best of both worlds – a muffin that not only tastes good, but is also good for you. Creating a muffin that helps support digestive health was the next logical step." While the addition of the probiotic, GanedenBC³⁰ delivers essential healthy bacteria to the digestive tract, the raisins and bran serve as a great source of fiber.

The new muffins are powered by GanedenBC³⁰, a patented, self-affirmed GRAS probiotic produced by consumer healthcare company, Ganeden Biotech. The company has dubbed GanedenBC³⁰ as "The Probiotic That Can Take It" and claims it can survive harsh manufacturing processes and deliver ten times the live cells as yogurt.

"When I first presented the idea of adding a probiotic to our muffins, our R&D team looked at me like I was crazy," explains Curtis. "But after we were introduced to GanedenBC³⁰ and saw first hand how it survives the intense heat of our baking ovens, we were all sold."

Ganeden's Co-Founder and Chief Scientist, Sean Farmer explains, "GanedenBC³⁰ stands apart from other traditional probiotics. It's a spore-forming probiotic bacterium, meaning that inside the bacterial cell is a hardened structure, or spore, which is analogous to a seed. This spore protects the cell's genetic material from the heat and pressure of manufacturing processes, challenges of shelf life as well as the acid and bile it is exposed to during digestive transit. The viable spore is then able to germinate and produce new vegetative cells once it is safely inside the small intestine. Other 'traditional' probiotic organisms are not able to form these protective spores, making them vulnerable to heat, pressure, shelf life variables and the acid and bile challenges of the digestive system. This unique make-up is why we initially chose a strain of *Bacillus coagulans* over other conventional probiotic strains."

The new Activate raisin bran probiotic fortified muffins are available for grocery store distribution for retail sale in 4-pack clamshells under the Isabella's Healthy Bakery brand. Future plans are in place to include GanedenBC³⁰ in other Isabella's products including breakfast bars and cakes.

About Isabella's Healthy Bakery

Isabella's Healthy Bakery, a division of Main Street Gourmet, is a supplier of healthy baked goods including muffins, cookies & cakes. They specialize in sugar free, fat free, no sugar added and whole grain categories. The new Activate probiotic fortified muffin introduces their new line of functional foods including Optimize, a Mountainberry Acai pomegranate flavored anti-oxidant enriched muffin, and Revitalize, a peanut butter chocolate flavored energy boosting muffin.

About Geneden Biotech

Founded in 1996, Geneden Biotech is a consumer healthcare company that features a popular line of over-the-counter digestive and immune fitness products under the Sustenex and Digestive Advantage brands, including its extremely popular products for the management of Irritable Bowel Syndrome, lactose intolerance, occasional constipation and intestinal gas. All of Geneden's oral products contain the probiotic GenedenBC³⁰ – a patented strain of healthy bacteria which work within the intestinal ecosystem to help promote digestive health and support the immune system.

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