



Contact:

Russ Rizzo, Linhart PR

303-951-2561

rrizzo@linhartpr.com

Ganeden Biotech, Liquid Health Labs Unveil New Drink Technology

New PowerCap® Water Bottle Dispenses Probiotics with a Push of a Button

CLEVELAND (June 4, 2009) – [Ganeden Biotech, Inc.](#), makers of the patented probiotic strain GanedenBC30®, today announced a collaboration with Liquid Health Labs to sell a new probiotic-enhanced beverage using PowerCap® technology, the innovative bottle cap dispensing system. Probiotics stored in the bottle's cap are dispensed into water with the press of a button, creating a new category of "ready to go (RTG)," healthy drinks.

The drink, called FHS, or "Fresh Healthy Stuff," includes 12 ounces of ultra purified water in the bottle and a powdered formulation loaded with GanedenBC30® probiotics, antioxidants from fruit concentrates, vitamins, and prebiotic fiber stored inside the bottle cap. With a simple press of a button, the powder is released into the water creating a probiotic-enhanced flavored drink that supports healthy digestive and immune functions. FHS will retail for less than \$2 and come in a variety of package sizes.

The products are now available for national distribution and will be on display at the [IFT 2009 Annual Meeting & Food Expo](#) starting June 6.

"We are excited about our new partnership with Liquid Health Labs and the opportunity to include GanedenBC30® within PowerCap® technology," said Ganeden Biotech CEO Andrew Lefkowitz. "This new probiotic blend will answer the demands of both the probiotics and beverage industries by creating a shelf stable probiotic beverage that does not require refrigeration."

Liquid Health Labs has a variety of products in development using new PowerCap® technologies, including more offerings with GanedenBC30®, as well as ingredients that have been previously unavailable to the beverage industry due to manufacturing constraints.

"With digestion and immunity continuing to be important health topics for many consumers, and the challenges of using probiotics in traditional beverages, developing a probiotic line with PowerCap® technology was a natural choice for us," said Derek Hopkins, president of Liquid Health Labs. "Ganeden Biotech's probiotic satisfied our need for a probiotic that remains stable from manufacturing to the shelf all the way through to digestion."

Probiotics are "good" bacteria that have been shown to improve digestive health and boost immunity. Unlike many probiotic strains currently found in popular yogurt brands, GanedenBC30® is able to survive the heat and pressure of manufacturing processes, as well as the acidic stomach environment. The protection of the bacteria by a naturally-occurring hardened shell of organic material accounts for the strains viability and effectiveness.



About Ganeden Biotech

Founded in 1997, 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 Liquid Health Labs

Liquid Health Labs, based in Deerfield, N.H., was formed in 2004 with a focus on consumer goods specializing in nutraceutical beverages and alternative ways to fortify beverages with vitamins, minerals and flavors. With its flagship PowerCap® product, the company is a pioneer and market leader in the category of dispensing technology, which the company has also defined as the RTG (ready to go) beverage category. For more information about licensing opportunities visit www.liquidhealthlabs.com or contact Dr. Kenneth Milligan III at 401.229.2348 kmilligan@liquidhealthlabs.com. To learn about Fresh Healthy Stuff beverages visit www.freshhealthystuff.com.