

Media Contact:

Michael Bush
Ganeden Biotech, Inc.
(440) 229-5200
mbush@ganedenbiotech.com

FOR IMMEDIATE RELEASE

NakedPizza™ Adds GanedenBC³⁰™ Probiotic to Crust

Leading healthy pizza restaurant adds probiotic ingredient, GanedenBC³⁰, to pizza dough.

New Orleans, Louisiana (August 20, 2008) — NakedPizza, formerly World's Healthiest Pizza, is introducing the first delivery pizza in the U.S. fortified with the high-survivability probiotic, GanedenBC³⁰ (Bacillus coagulans GBI-30, 6086). The probiotics will be incorporated into the Prebiotic Multi-Grain Crust™, enhancing the positioning of the pizza as an easy way to promote digestive health.

While probiotics are commonly found in dairy products, adding them to delivery pizza is an entirely new application that NakedPizza and Ganeden Labs, the manufacturer of GanedenBC³⁰, are jointly spearheading. Jeff Leach, co-founder of NakedPizza, explains, "The addition of probiotics to our Prebiotic Multi-Grain Crust will not affect taste and will enhance the nutritional profile of our great tasting immune boosting pizza. This is a big deal for our business and consistent with our mission to demonstrate that pizza can be part of a healthy lifestyle."

The Ganeden Labs probiotic has been clinically proven to survive harsh manufacturing processes such as pizza ovens, as well as the acid and bile of the digestive system of humans. This stands in contrast to other traditional probiotics because it's spore forming - meaning that inside the bacterial cell is a hardened structure, or spore, which is similar to a seed. This spore, or seed, protects the cell's genetic material against manufacturing, shelf life and digestive transit. Other traditional probiotics are not able to form these protective spores, making them more vulnerable. Because of this unique composition, the probiotics are able to reach the intestines in greater numbers and begin to colonize better than many other current probiotic strains available.

An independent panel of scientists has found GanedenBC³⁰ to be Generally Recognized As Safe (GRAS) in use as a food ingredient. In clinical studies, GanedenBC³⁰ has been shown to aid digestion and improve immune function when used regularly. Companies such as Main Street Gourmet continue to provide evidence that GanedenBC³⁰ can be successfully added to many probiotic foods and beverages.

The new probiotic pizza will be available by Oct 1, 2008 and be standard and part of the Prebiotic Multi-Grain Crust used for all pizzas and breadstixx. "For over a year, we've been researching the use of probiotics in our pizza and look forward to improving the health of each and every customer we serve. It just makes sense," Leach says.

About NakedPizza

Founded in late 2006 as one small store in New Orleans in an area that flooded during hurricane Katrina, NakedPizza (originally named World's Healthiest Pizza) was launched as an ambitious business model that seeks to change the nutritional profile of fast food in America. By way of example, NakedPizza is demonstrating that pizza does not have to be part of the problem in our national epidemic of obesity and chronic disease, but in fact can be part of the solution. www.nakedpizza.biz

About Ganeden Labs

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. GanedenBC³⁰ and its related patents are available for license in functional foods and beverages, supplements, animal health and topical applications.

###