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**Nellson Nutraceutical and Ganeden Biotech Inc. Create Alliance
*Agreement Brings Together Leaders in Nutraceutical Co-Manufactured Bar and Powder Products and
Innovative Probiotics***

Los Angeles, CA. (October 16, 2008) – Nellson Nutraceutical, LLC, a Los Angeles-based leading provider of nutraceutical co-manufactured bar and powder products, today announced that it has signed a collaboration agreement with Ganeden Biotech, Inc., a Cleveland-based consumer healthcare company and manufacturer of patented probiotics strains.

Through the collaboration, the companies plan to work together to advance innovation in the development of probiotic-enhanced nutrition bars and powdered products.

The collaboration agreement underscores the companies' commitment to developing innovative probiotic fortified food and beverage products designed to improve quality of life and provide health and wellness benefits to consumers. Nellson's technical expertise in the area of nutrition bars and powdered products coupled with Ganeden Biotech's leadership in probiotic products and supplements will accelerate product development initiatives which will be made available to consumer packaged good companies worldwide.

Probiotics are "good" bacteria that have been shown to improve digestive health and boost immunity. Unlike many other popular probiotics strains, Ganeden Biotech's patented probiotic strain, GanedenBC³⁰, is easily able to survive harsh manufacturing conditions and is shelf-stable, making it an ideal probiotic for nutrition bars and powder products.

"Partnering with an industry leader such as Nellson will enable us to broaden the applications of GanedenBC³⁰ into more functional foods, beverages and engineered nutraceuticals applications," said Andrew Lefkowitz, Ganeden Biotech president and CEO. "The experience, knowledge and high standard of quality that Nellson brings to the market further support our commitment to provide superior probiotic ingredients."

"We look forward to a long-term collaborative relationship with Ganeden Biotech through which we can help advance functional food and beverage products and develop new applications for healthy functional ingredients, including probiotics," said Allan Lutz, President and CEO of Nellson Nutraceutical.

"Ganeden Biotech's leadership in probiotics, including food and beverage applications, will help us bring superior functional foods and beverages to consumers."

About Nellson Nutraceutical

Nellson Nutraceutical, LLC is the leading provider of nutraceutical co-manufactured bar and powder products in North America. They design and manufacture highly nutritious, fortified products that meet consumer demands for superior flavor, texture, convenience, and appetite appeal.

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 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.

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