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FOR IMMEDIATE RELEASE

**P.L. Thomas Signs Distribution
Deal with Ganeden Biotech for Probiotic Ingredient,
GanedenBC³⁰ (*Bacillus coagulans* GBI-30, 6086)**

CLEVELAND, Ohio (January 8, 2007) - New Jersey based ingredient supplier, P.L. Thomas (PLT) announced today that it has partnered with [Ganeden Biotech, Inc](#) to represent the probiotic ingredient, [GanedenBC³⁰](#) (*Bacillus coagulans* GBI-30, 6086) to the food and beverage industry.

[GanedenBC³⁰](#) (*Bacillus coagulans* GBI-30, 6086) is a kosher, self-affirmed GRAS certified high-survivability strain of the probiotic, *Bacillus coagulans*. In addition to [food products](#), GanedenBC³⁰ is currently used in a broad range of applications including [dietary supplements](#), [animal health products](#), [feminine hygiene and topical applications](#). GanedenBC³⁰ is unique because it is shielded by a natural organic layer which protects the probiotic cells from the harsh manufacturing processes, do not require refrigeration and survive gastric acidity. Overall, GanedenBC³⁰ has shown to be heartier than other probiotic strains and exhibits excellent stability, offering more flexibility in manufacturing and delivery systems.

“GanedenBC³⁰ can be baked, boiled, frozen and squeezed into virtually any food and beverage application,” commented Andy Lefkowitz, [Ganeden’s](#) President and CEO. “Partnering with an industry leader such as PLT will enable us to broaden the applications of GanedenBC³⁰ into more functional foods and beverages. The experience, knowledge and high standard of quality that P.L. Thomas brings to the table further support our commitment to provide a superior probiotic ingredient,” Lefkowitz said.

Paul Flowerman, President of PLT, explained, “Until we were introduced to GanedenBC³⁰, we did not believe that a probiotic could be a viable ingredient in mainstream, high volume foods and beverages because every strain we looked at was so fragile. The self-affirmed GRAS status, cost effectiveness and survivability under harsh processing conditions make GanedenBC³⁰ a revolutionary product uniquely suitable for a wide range of food and beverage applications. We are proud to partner with the Ganeden Biotech team who add a strong commitment to science, intellectual property and safety to their passionate efforts to make GanedenBC³⁰ an industry standard.”

About Ganeden Labs

Established in 2006, [Ganeden Labs](#) is the licensing and development division of Ganeden Biotech, making proprietary, patented probiotic technology available for use in innovative products in a wide range of industries. Ganeden 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 a wide variety of applications.

About Ganeden Biotech

Founded in 1997, Ganeden Biotech Inc. is a consumer healthcare company based in Cleveland, Ohio that features a popular line of over-the-counter, products under the brand names Sustenex, Digestive Advantage, and Clearly Confident. Ganeden’s oral products including [Sustenex](#) and [Digestive Advantage](#) contain GanedenBC³⁰, a patented strain of [Bacillus coagulans](#).

About P.L. Thomas

P.L. Thomas, a New Jersey based ingredient supplier, offers more than fifty years of innovation in securing reliable, high quality raw materials for the food/functional food and nutrition industries. PLT specializes in fruit and vegetable extracts, natural colors and flavors, clinically-supported botanical extracts, probiotics and fermentation ingredients and novel delivery systems.

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