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**GANEDEN BIOTECH AND UNISTRAW TEAM UP TO OFFER
REVOLUTIONARY NEW PROBIOTIC ENRICHED DRINKING STRAW**

New Straw Combines Innovative Patented Delivery System and the Probiotic GanedenBC³⁰ to Offer Beverage Companies and Dairies a solution to enter the high growth probiotic market

CLEVELAND, November 17, 2011 – In what is being called an engineering and biotechnological breakthrough, [Ganeden Biotech](#) and [Unistraw International Ltd.](#), announced a global partnership today to include the probiotic GanedenBC³⁰ into Unistraw’s award winning probiotic straw concept. Beverage manufacturers can now provide consumers with probiotics to benefit the immune and digestive system in their favorite beverage products, without needing a refrigerated supply chain.

Australian-based Unistraw grabbed headlines in 2008 when they announced the development of an innovative, award-winning probiotic straw concept. Unistraw’s probiotic straw delivery system contains hundreds of UniBeads, which are housed within the straw. The probiotics in the UniBeads are dry, shelf stable and dissolve as liquid is sipped through the straw. With this method, juice, milk, carbonated drinks and water can all be turned into probiotic beverages that no longer need refrigeration and have a shelf life of up to 12 months. The straw is also recyclable.

Unistraw tested a variety of probiotic strains and found GanedenBC³⁰ is the probiotic strain with the best stability to complement the Unistraw delivery system. Unlike other probiotic strains, GanedenBC³⁰ (*Bacillus coagulans* GBI-30, 6086) can survive the toughest manufacturing processes, supply chain conditions, as well as stomach acids, making the probiotic both effective and efficient.

The survivability of GanedenBC³⁰ can be linked to its naturally occurring layer of organic material that protects the genetic core of the bacteria. Other probiotic strains are unable to form this protective layer, making them vulnerable to failure in a variety of manufacturing processes.

“The probiotic straw is a game changer to the beverage industry because liquids that normally could not be enriched with probiotics and other nutritional ingredients now



can,” said Tim York, Managing Director, Unistraw International Ltd. “GanedenBC³⁰ is one of a very few probiotic strains capable of meeting the durability and longevity standards necessary for this concept to be fully embraced by beverage manufacturers. Milk, juice or whatever a beverage manufacturer can dream up, we can now provide an easy, cost-effective, on-the-go delivery system offers probiotic benefits not possible before.”

For Ganeden Biotech, the Unistraw probiotic straw is the latest in a string of partnerships where a beverage or food concept offering the benefits of a probiotic needed a stronger, more durable probiotic strain to make the concept successful.

“For years we’ve been showing beverage and food manufacturers that GanedenBC³⁰ was the only probiotic that could survive their manufacturing process,” Mike Bush, Vice President of Business Development, Ganeden Biotech. “But Unistraw’s probiotic straw is a technological breakthrough in the beverage industry. We’re truly excited that GanedenBC³⁰ is a part of this exciting program and will now be offered with beverage products all over the world.”

Unistraw will begin manufacturing its new probiotic straw from Q2 2012 with the straw available in a stand-alone format and also as an integrated product suitable for attachment to aseptic juice and dairy cartons.

About Unistraw International Ltd.

Founded in 2005, Unistraw is an Australian-based company that has won multiple international awards for its innovative products. The patented Unistraw™ Delivery System offers simple, cost effective solutions to applications requiring the addition of flavour and/or functional ingredients to any type of beverage. Unistraw products are assembled in state-of-the-art and high-capacity manufacturing facilities that meet the key international accreditations including, HACCP, ISO, and BRC, with relevant products achieving international Kosher and Halal certifications. For more information on Unistraw please visit www.unistraw.com.

About Ganeden Biotech, Inc.

Founded in 1997, Ganeden Biotech is based in Cleveland, Ohio, and is at the forefront of probiotic research and innovative product development with GanedenBC³⁰®, its patented, probiotic ingredient. GanedenBC³⁰ can be found in more than 50 foods, including popular brands like Red Mango frozen yogurt and ice teas, Naked Pizza pizza dough, Heartland Sweeteners Nevella with Probiotics, and R.C. Bigelow’s Herb Plus Tea. For more information on the probiotic ingredient, GanedenBC³⁰ and licensing opportunities for food and beverage applications, visit ganedenlabs.com.

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