



NEWS RELEASE

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FOR IMMEDIATE RELEASE

EID Parry Completes Acquisition of Valensa International

Producer of Astaxanthin, Premium Nutraceutical Ingredients & Formulations Poised for Growth

Las Vegas, NV USA 11 October 2011 - E.I.D.-Parry (India) Limited, the bioproducts and nutraceutical division of the Murugappa Group, has announced the acquisition of 100% of the voting shares of U. S. Nutraceuticals LLC (dba Valensa International). Valensa will continue to operate as a Limited Liability Company based in Eustis, Florida (USA), with Dr. Rudi E. Moerck as its President and CEO.

A History of Cooperation, Experience and Success

Parry acquired a 49% stake in Valensa in 2008. The acquisition was part of Parry's expansion in the North American marketplace and a further build-out of its offerings of branded dietary supplement and condition specific formulations/ingredients including Astaxanthin containing formulations. In the past three years, Valensa and Parry have combined their expertise in micro-algal technology, supercritical CO2 extraction, botanical material sourcing, formulation, product development and global marketing to successfully introduce, science-based ingredients and innovative formulations for health and nutrition. Included in this portfolio of ingredients is Zanthin® Natural Astaxanthin Complex, Parry Organic Spirulina, Parry Tomato Lycopene Complex, SpiruZan® and Pur-Blue SpiruZan® (spirulina and astaxanthin formulations), USPlus® Saw Palmetto Extract, Chia and Perilla Omega-3 ALA seed extracts, various spice and seed extracts.

"There is a huge synergy in this acquisition" according to Sajiv Menon, Business Head (Bio & Nutraceuticals) of E.I.D.-Parry. "It provides the platform for Parry to move up the value chain by manufacturing value added formulations from its ingredients apart from cross selling opportunities in the US and in the rest of the world for both Parry and Valensa." he said. "Valensa's business is now evenly balanced with the company developing science based condition specific formulated products that address unmet needs in Joint Health, Aging, Men's and Women's Health as well as advanced Astaxanthin containing formulations for Eye Health" he added. In the area of Eye Health, Valensa holds a key patent (US Patent 5,527,533) on the use of astaxanthin, which may mitigate the damaging effects of UV and oxidative stress on the eye, a worldwide problem.

Dr. Rudi Moerck, President & CEO of Valensa agrees. “The cooperation between Parry and Valensa has been outstanding; Valensa has become more than a traditional ingredient supplier.” he said. “The development of Valensa’s Pur Blue SpiruZan (spirulina+astaxanthin) tablets with Parry is a perfect example of the scientific and technological cooperation that continually takes place between the two companies.” Pur Blue SpiruZan is the first product of its type that appeals to the finicky consumer who is looking for a taste enhanced algae product. “This is a great way for Americans to benefit from a nutritious ‘green’ Spirulina algae product without that typical algae taste. Valensa’s business is now poised to take off with the company developing science based condition-specific formulated products that address unmet needs in human health.

A look to the future

“Valensa has developed new clinically-trialed formulated products for Joint Health based on a proprietary blend of ingredients including Zanthin® Astaxanthin. This flagship product, FlexPro MD™, will be marketed by leading companies under their own brand names in the US. The product is a small one a day softgel that does not contain chondroitin nor glucosamine and has been shown to be highly effective in clinical trials and has now been licensed to major marketers in the Mass, Food and Drug as well as the Catalogue, Internet and Natural Products Marketplace”, said Sajiv Menon of Parry. Dr. Moerck added, “There will be significant launches of Valensa’s formulated products by key partners in the Fourth Quarter and Q1 of 2012.”

About Valensa International, LLC

Headquartered in Eustis, Florida USA (near Orlando), Valensa International is a leading science-based developer and provider of high quality nature-sourced ingredients and formulations for nutritional supplements and functional super foods. Valensa’s certified organic production facilities are located in a protected pine forest/saw palmetto grove.

Valensa’s branded ingredients include Zanthin® Natural Astaxanthin, SpiruZan™(Spirulina & Astaxanthin Complex), USPlus® Prostate Formula and Palmetto Rosso™ Saw Palmetto. Valensa ALA Omega-3 brands include Omega Joe™ Perilla seed CO2 extract, Tresalbio™ CO2 Chia Seed Extract , ChiaGold™ Chia Seed Oil, ChiaMax™ Low-Fat Whole Grain, Z-Omega™3-6-9 with Astaxanthin, and AstaCran® (Astaxanthin-Cranberry Seed Extract), along with its new “Deep Ocean Krill™” formulated krill product enhanced with Astaxanthin. Functional food brands include ChiaMax™ Omega-3 Low-Fat Whole Grain products. Condition-specific brands include Cran-Gyn™ Women’s Health Formula, FlexPro ES with BiovaFlex™ Joint Formula and EyePro MD astaxanthin formulas.

Valensa’s flagship and game changing Joint Health product is called FlexPro MD™ and will be marketed by leading companies under their own brand names. The product is a small one a day softgel that does not contain chondroitin nor glucosamine and has been shown to be highly effective in a clinical trial.

Valensa is committed to production and processing that supports the environment and fair labor practices for those that work the land and participate in the production process. Find out more at www.valensa.com.