



NEWS RELEASE

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FOR IMMEDIATE RELEASE

KALSEC[®] AND OMNIACTIVE HEALTH TECHNOLOGIES FORM A STRATEGIC PARTNERSHIP FOR PRODUCING, MARKETING & DISTRIBUTING NATURAL ZEAXANTHIN FROM PAPRIKA GLOBALLY

KALAMAZOO, Mich. (USA), October 04, 2011– Kalsec[®] Inc., producer of spice and herb extracts, natural colors and antioxidants for the food, beverage and pharmaceutical industries, has formed an exclusive agreement with OmniActive Health Technologies (OmniActive[™]) to produce, market and distribute its natural zeaxanthin from paprika globally.

“OmniActives’ vast experience in supplying nutritional ingredients to the healthcare, food and personal care industries makes them a natural fit for Kalsec[®],” said Dr. Scott Nykaza, Chief Operating Officer for Kalsec[®]. “By capitalizing on OmniActive’s[™] expertise, we are looking forward to developing new relationships in the marketplace.”

Zeaxanthin (*zee-uh-ZAN-thin*) is a carotenoid pigment that scientific evidence indicates is important in reducing the risk of cataract formation and age-related macular degeneration (AMD), the two most prevalent chronic eye diseases. The source of Kalsec[®]’s zeaxanthin is unique as it is produced by concentrating zeaxanthin pigments from a common food source, paprika. Kalsec[®]’s zeaxanthin is natural, “Generally Regarded as Safe” (GRAS) and exempt from certification under the Code of Federal Regulations (CFR) color additive regulations. Under this agreement, OmniActive will educate consumers and increase awareness of the health benefits of zeaxanthin, while developing innovative delivery forms and distributing them to the marketplace.

“This partnership broadens the portfolio of world class eye health ingredients and solutions that we can offer to our customer base,” noted Sanjaya Mariwala, Managing Director, OmniActive. “Additionally, Kalsec® will benefit from access to our extensive worldwide distribution network. We look forward to engaging in a highly successful partnership.”

OmniActive is a multi-level value chain partner in the ingredients market, enjoying a unique position as a result of their vertically integrated operations and proprietary and innovative delivery platforms which help expand product applications.

Kalsec®’s paprika-derived zeaxanthin ingredient will be showcased by OmniActive at the SupplySide West tradeshow October 11-13, 2011 in Las Vegas, NV. Visit OmniActive’s Booth #26048 at the show for more information.

About OmniActive Health Technologies

OmniActive Health Technologies, Ltd. (www.omniactives.com) supplies a range of innovative, scientifically validated, active natural ingredients for healthcare, food and personal care applications. OmniActive has a wholly owned U.S. subsidiary, OmniActive Health Technologies, Inc. in Morristown, N.J., and conducts operations from its manufacturing, R&D and corporate facilities at Pune, Mumbai, Thane and Cochin, India. OmniActive’s manufacturing facilities are certified for the quality and food safety management systems under ISO-22000(2005) and cGMP standards.

About Kalsec®

Kalsec® Inc, is a privately held producer and marketer of natural extracts for use in food, beverage, and pharmaceutical applications (www.kalsec.com). Selling and marketing in more than 70 countries worldwide, Kalsec® is dedicated to delivering the best products on time, and backed with unparalleled technical expertise. Founded in 1958, the company is headquartered in Kalamazoo, Michigan, USA with facilities in Kalamazoo, Michigan, Denver City, Texas, Mildenhall, UK, and Shanghai, China. For more information, visit www.kalsec.com.

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