FOR IMMEDIATE RELEASE

CLARIFYING ALA NUTRIENTS CLAIMS
Pizzey's Nutritionals takes the lead

Gurnee, IL., February 2008 – Recent FDA proposals being considered, in relation to EPA and DHA claims, are causing serious concern among the Omega 3 functional food marketers. Up till recently Omega 3's (ALA, EPA and DHA) have all been promoted as essential fatty acids. FDA acknowledges that "Alpha linolenic acid is the only essential Omega 3 fatty acid, and it is found in vegetable oil, e.g., flaxseed. EPA and DHA Omega 3 fatty acids are synthesized in the body and are not essential, even though there is supportive, but not conclusive, research to show that these fatty acids are beneficial in reducing the risk of coronary heart disease." For ALA, the FDA has proposed that the daily value is 1.6 grams per day based on a calculation involving population average. What this means in terms of a functional food is that in order to comply with a label claim of "high in ALAs" a 320mg per serving of ALA would be required. This is up 60mg from the previously agreed 260mg.

The current label claims on functional foods containing EPA and DHA, such as "good source of" and "excellent source of" Omega 3's is under review and unless substantially compelling evidence can be presented during the comment period, FDA will rule that no label claims will be allowed. In their opinion, these acids are not essential and there is no way to effectively establish a recommended daily dose.

What is clear right now, is that foods containing flax will be allowed to make a nutrient claim providing they contain the levels of ALA determined by the FDA. "As the FDA, suppliers and manufacturers continue the on-going Omega 3 debate, we at Pizzey's Nutritionals will continue to educate both the industry and the consumer about the specific benefits of flax and ALA's," commented Linda Pizzey, CEO of Pizzey's Nutritionals. "It's up to companies like ours to help manufacturers formulate products

that comply with label claims, and that deliver consistent amounts of ALA's from stable flax in order to be compliant with every product, in each production run."

One of the latest products from Pizzey's Nutritionals, Meadow™Pure UltraGrad, is truly a unique new ingredient that delivers an innovative way to provide the evidence-based health and nutrition attributes of flaxseed and fish oil and is now the ***only*** ingredient available to manufacturers that has the ability to make both a nutrient claim such as "excellent source of Omega 3", and a qualified health claim on the packaging. MeadowPure™ UltraGrad is a milled flaxseed and fish oil ingredient for use in bakery, cereal and beverage applications. The fish oil is naturally encapsulated in the milled flaxseed and is shelf stable (one year), has no taste or smell, and is easily incorporated into formulations.

"We have certainly been following the Omega 3 trends, and foresaw a time when an ingredient like this, which provides all the benefits of ALA, EPA and DHA, would offer manufacturers a way to not only deliver Omega 3's but also to make label claims," says Linda Pizzey, CEO of Pizzey's Nutritionals. "With the uncertainty of FDA rulings on Omega 3's, MeadowPure™ UltraGrad is the perfect solution for many functional food manufacturers.

Pizzey's Nutritionals was founded upon the principal that a growing market opportunity for flaxseed ingredients, driven by mounting nutritional and medical evidence of its benefits, should be anchored upon a foundation of good business practices and sound science. What began as a family farming operation transformed itself into a bakery before evolving into North America's largest, most experienced specialty-flaxseed ingredient supplier. Formerly Pizzey's Milling, the company established in 1991 was acquired in September 2007 by Glanbia Plc, an international dairy foods and nutritional ingredients group, headquartered in Ireland. Founders Linda and Glenn Pizzey head up Pizzey's Nutritionals' management team. As the leading experts in flax technology and research, Pizzey's Nutritionals develops products through scientific research which aims to

determine the optimum processing technologies to ensure highly nutritious and stable ingredients.