

FOR IMMEDIATE RELEASE

**MEADOWPURE™ ULTRAGRAD – THE ULTIMATE OMEGA 3
INGREDIENT FOR FUNCTIONAL FOOD BRANDS**

The First Premium Flaxseed, Fish Oil Combination to Make Foods Healthier

Gurnee, IL., November 2007 – Pizzey's Nutritionals one of the most innovative and successful companies in the development and marketing of unique value-added flax products, created a new flaxseed, fish oil combination – MeadowPure™ UltraGrad. What makes this different from other “combinations” is that the fish oil is “encapsulated” within the naturally stable MeadowPure™ flaxseed. A storyboard animation of the process is attached.

MeadowPure™ UltraGrad offers the nutritional benefits of the whole flaxseed (omega 3 fats, lignans, antioxidants and fiber) plus EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid) from fish oils. MeadowPure™ UltraGrad is shelf stable, with no taste or smell, and is easily incorporated into dry formulations. It is a granulated, free-flowing powder of milled flax in combination with either 2.2% or 8% fish oil. A powerful antioxidant system present naturally within flax seed provides an increase in the stability and shelf life of EPA and DHA.

It is well accepted that while foods prepared with Omega 3 EPA and DHA are healthier, they also have an increased vulnerability to rancidity which is caused by oxidation, the chemical reaction of lipids with oxygen. Such oxidative breakdown leads to the development of food deterioration affecting flavor, aroma, color, texture, and nutritional value.

For food manufacturers, MeadowPure™ UltraGrad is more economical and more convenient than many fish oil products – with the added advantage of significantly improved stability with no detectable ‘fishy’ tastes or odors. When used at various levels, desirable Omega 3 label claims can be used on food packaging including “Qualified Heart Health” for EPA and DHA, “Excellent Source” for all Omega 3’s and a “Structure/Function” claim for ALA.

“The health benefits of Omega 3’s are well known to the consumer and the pairing of these two Omega 3 powerhouses combines the best of both worlds,” says Linda Pizzey, President of Pizzey’s Nutritionals. “MeadowPure™ UltraGrad not only negates the ALA vs. DHA/EPA debate, but it also makes Omega 3 from fish oil easy to incorporate into a range of food applications which have been resistant to the inclusion of a fishy ingredient.”

Pizzey’s have shown that MeadowPure™ milled flaxseed provides excellent oxidative protection to fish oil containing 18% EPA and 12% DHA in a flax/ fish oil blend. In a number of experiments, under accelerated and real time conditions, the antioxidant system in the flaxseed provided a highly protective environment to both the fish oil and the indigenous flax oil. This protective environment was effective in maintaining lipid stability of the blend for at least one year under ambient storage conditions in standard polylined paper packaging. The stability tests were confirmed by comparative taste studies using a tasting panel that rated the sensory profile of muffins made with the flax/fish oil blends and stored for 28 months to be superior to that of a control muffin mix that did not include any fish oil.

The result of these experiments led to the development of MeadowPure™ UltraGrad , which is the subject of a recent patent application (G.R. Pizzey. 2006. U.S. Patent Application. Flax-Stabilized Fatty Acid Compositions and Methods).

Because of its novel stability characteristics, MeadowPure™ UltraGrad is used to provide Omega 3 PUFAs in a variety of food applications. These protective properties enable MeadowPure™ UltraGrad to be readily handled, stored, and processed like any other dry ingredient that is typically used for baking, *e.g.* flour. The ingredient is used in cereal based products such as breads, cereals, muffins and breakfast bars. Dietary supplements are another potential application for the ingredient.

Pizzey's Nutritionals (formerly Pizzey's Milling) was acquired in September 2007 by Glanbia Plc., an international dairy foods and nutritional ingredients group headquartered in Ireland. The existing management team, headed by Linda and Glenn Pizzey, will remain with the business. Pizzey's was founded in 1991 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. Pizzey's flaxseed products are developed through scientific research, which aims to determine the optimum processing technologies to ensure highly nutritious and stable ingredients.