

FOR IMMEDIATE RELEASE

MEADOWPURE® GOES ORGANIC

Pizzey's Milling Introduces Their New Premium MeadowPure® Organic Flaxseed

Gurnee, IL, July 2007 – To fulfill the market demand for a stable organic flaxseed, Pizzey's Milling, developer of MeadowPure™O3, is announcing that it is now adding premium milled organic flaxseed under the MeadowPure® brand.

“After many years, we are finally satisfied that the product we are bringing to market is stable and of the highest quality,” states Linda Pizzey, President of Pizzey's Milling.

“There was no point in adding organic to the line if customers were not guaranteed that each batch would be the same.”

The patented MeadowPure® selection process ensures that any undesirable organic flaxseeds are meticulously selected and graded out, and that only the very finest quality seeds make it through and get the MeadowPure® seal of approval. “Some organic flaxseed is very unstable and that makes it virtually impossible for manufacturers to turn out a consistent product. The MeadowPure® process maintains the nutritional value of organic flaxseed with the additional benefit of an extended shelf life,” commented Linda Pizzey.

With the tremendous demand for organic products, MeadowPure's organic flaxseed is exactly what functional food manufacturers are looking for.

The MeadowPure® Process

The MeadowPure™ process includes meticulous separation of damaged and immature seeds from those that are uniform in color and size. Then only those selected seeds

undergo the MeadowPure™ cleaning and stabilization processes. It's their exclusive selection, separation and cleaning processes that enable Pizzey's Milling ensure the quality of their premium milled flax, providing consistent flavor, color and Omega 3 levels. Pizzey's MeadowPure™ Organic whole-milled flaxseed remains stable for up to 1 year when stored at room temperature and requires no refrigeration.

Pizzey's Milling was founded in 1991 upon the principle 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 that aims to determine the optimum processing technologies to ensure highly nutritious and stable ingredients.