

April 11, 2011

Media Statement

**Mountain Red**  
NEW ZEALAND

## NEW ZEALAND GRAPES OF HEALTH

One of the world's most powerful antioxidants has been discovered in the top of the South using local grape extracts, water and good old Kiwi ingenuity.

Nelson-based nutraceutical manufacturer Mountain Red has found that by blending extracts from Sauvignon Blanc seeds and Pinot Noir skins from grapes grown in the Marlborough region, in a process that uses only water, they can harness an extract that is more potent than the highly-publicised resveratrol.

Mountain Red's CEO Karen Morley said the extract, available from April 11 under the name Grape Extract Ultra Plus-R, was so effective due to the New Zealand growing conditions naturally producing grapes with higher antioxidant properties.

"The grape extracts are a bi-product from the local wine industry," Ms Morley said.

"Because there's a hole in the ozone layer above New Zealand, there is more UV radiation hitting the crops.

"We've identified that these varieties of grapes respond to this stress by producing more antioxidants.

"As a result, they have a far higher level of protective phenolic compounds that are known to benefit human vitality, anti-aging and assist general well-being."

In a world first, Mountain Red has utilised a highly-secretive extraction process, known only to its Blenheim creator, to produce Grape Extract Ultra Plus-R using nothing other than water to produce the extract.

"This is the first time our supplement has been extracted in this way – it means it's 100 per cent natural, safe, sustainable, Kiwi designed and made and backed by science," Ms Morley said.

"It ensures the extract produced is of the highest quality, free from any potentially harmful chemical residues.

"This is not synthesized. This is not extracted from a noxious weed.

"This is nature.

"All we're doing is harnessing these natural bioactives and putting them into a capsule to make it convenient as a dietary supplement.

"It's like all the goodness from a glass of red wine and a bunch of grapes all rolled into one."

Because Mountain Red's Grape Extract Plus-R also contains *trans*-resveratrol, Mountain Red expects to be competing in the same, ultra-competitive, multi-billion-dollar market space.

That means going up against multinational companies with multi-million-dollar advertising budgets.

But Ms Morley believes her product's superior potency and pure origins give her a market advantage.

"Resveratrol is one of the most frequently searched supplements on Google," she said.

"The vast majority of resveratrol products are either synthesised in laboratories or extracted from the noxious Japanese knotweed.

"Mountain Red Grape Extract Plus-R is more than resveratrol – it's a complete spectrum of antioxidant compounds from the grape seed and grape skin.

"The world is always looking for new antioxidant products because we know that they help longevity, good health, and vitality," she said.

"To bring a 100 per cent natural, sustainable and New Zealand sourced product to market is very exciting."

## Ends.

For further information contact Campbell Berry-Kilgour, Marketing & Communications Director, Mountain Red® on + 64 3 544 0095 or email [Campbell@mountainred.co.nz](mailto:Campbell@mountainred.co.nz)

© Mountain Red Limited 2002-2011. This information is provided as a source of reference only. No medicinal claims, direct or implied should be taken. Information provided, and products supplied by Mountain Red® Limited are not intended to diagnose, treat, cure or prevent disease.