

For Immediate Release

Food and Nutrition Ingredients Company Secures Global Distribution Partner for 'Superfruit' Ingredients Products

Wellington, July 23, 2012 -- Anagenix Ltd, a product development company committed to developing high-quality nutritional ingredient products sourced from New Zealand - has announced a major distribution deal with US-based Stratum Nutrition.

Stratum Nutrition offers a range of specialty and functional ingredients for manufacturers and marketers of foods, beverages, and dietary supplements. These products are sold into international markets worth an estimated \$100 billion. The company is a subsidiary of multinational nutrition leader, Novus International Inc. which operates in 90 countries.

The partnership will help Anagenix expand its sales into a multibillion dollar international market and was described by Anagenix COO, Melissa Yiannoutsos, as a monumental milestone for the company. "We have always been focused on driving export sales and this partnership will significantly boost sales of our nutritional products, Actazin™ and ApuraGreen™ in our key international markets this year."

Yiannoutsos says the two companies believe the success of the partnership will be influenced by the increasing consumer interest in preventative health care, and makers of food, beverages and dietary supplement products seeking to meet this demand through ingredients with health benefits, such as Anagenix's offerings, for their products.

"Stratum will give us access to a huge international market with a growing appetite for quality, natural ingredients. Stratum brings a wealth of knowledge in natural ingredients to assist in marketing and product development agendas as well as delivering our products into international markets with an experienced sales force that is driven to secure significant market share."

President of Stratum Nutrition, Jeremy Moore, is visiting New Zealand on July 24-26 to sign the partnership agreement with Anagenix. Moore said the partnership is instrumental in supporting Stratum Nutrition's corporate mission to sustainably meet the global need for nutrition and health. "Stratum will greatly benefit from Anagenix's long-standing relationship with the prestigious New Zealand research community and looks forward to a mutually beneficial partnership in developing kiwifruit-based nutritional ingredients," he said.

As a result of the partnership, Stratum is launching two kiwifruit-based ingredient products, Actazin™ and ApuraGreen™, manufactured by Anagenix, into markets in the US, Europe, Canada, Australia and other countries. The partnership also includes continuing development of the science supporting the health benefits associated with these products.

Actazin™ is a kiwifruit supplement ingredient which has been shown to support digestive health by aiding regularity and other long-term digestive health benefits.

ApuraGreen™ is a kiwifruit paste foods and beverage ingredient with naturally high levels of vitamins C and K, and dietary fibre. It can replace eggs, dairy products, butter, cooking oils and casein-derived products in baking and as a fat substitute, it can effectively replace up to 90 per cent of fats.

Actazin™ and ApuraGreen™ are both manufactured in New Zealand, at plants in Christchurch and Gisborne.

About Anagenix

Wellington-based Anagenix Ltd was established in November 2007 to meet growing consumer demand for functional and natural food and beverage ingredients with proven health benefits. The company is committed to sourcing local natural ingredients because of New Zealand's pristine environment and the quality raw materials of fruits and plants grown here. All ingredients developed by Anagenix are traceable to their origin and growing region and backed with scientific research with its R&D partners. This ensures a high level of quality in all its products. For more information visit www.Anagenix.com

About Stratum Nutrition

Stratum Nutrition, a Novus International Business, is empowering product innovation through functional and specialty ingredients for manufacturers and marketers of foods, beverages and supplementation. Stratum offers a portfolio of branded, value-added ingredients that are progressive, safe and reliable. These ingredients are based on consumer need, supported by science and the backing of a trusted multinational company. For more information visit www.StratumNutrition.com

Editor's note

Stratum Nutrition President, Jeremy Moore, will be available for media interviews during his New Zealand visit, July 24-26.

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