



FOR IMMEDIATE RELEASE

**CreAgri, Inc launches superior multi-action olive biophenols supplements to promote total body wellness.**

**Hayward, CA. March 14, 2008** –Creagri, Inc announces its imminent launch of Olivenol™ livin' line of dietary supplement products in the US. The Company has teamed up with 10B International, a Malaysia based International Company, to formulate, manufacture and market in Asia and the rest of the World a range of dietary products with proprietary formulations – Olivenol™ livin'. This line of products is the world's first multi-action olive biophenols - based supplements with anti-inflammatory, antioxidant, anti-bacterial, anti-ageing and anti-UV damage properties.

The active ingredient in Olivenol™ livin' products is a powerful and patented blend of Olea Europaea (olive) biophenols harvested directly from the pulp of organic olives. This formulation has been scientifically proven to offer the highest level of oxygen free-radical protection yet. The olive biophenols act as an effective guard against a broad range of inflammation-related disorders and have been clinically proven to help patients with arthritis, and skin disorders, such as psoriasis, atopic dermatitis and other skin disorders, where conventional treatments have previously failed.

Olivenol™ livin' also sustains healthy cells and effectively protects skin cells from damage caused by UV exposure. With Olivenol™ livin', it is possible to support better health and to achieve a better quality of life in the most natural way possible.

Four different products, uniquely formulated, will be initially launched in the US to address specific health needs:

- § Olivenol™ livin' BEGIN, formulated with a powerful olive biophenol blend containing hydroxytyrosol and other active biophenols, offering superior protection against cell inflammation, UV and free-radical damage, bacterial infection and ageing.
- § Olivenol™ livin' ACTIVE, enhanced with Glucosamine to offer pain relief in chronic joint diseases and promote joint mobility.

- § Olivenol™ livin' YOUTHFUL is formulated with the addition of Alpha Lipoic Acid for skin health and beauty.
- § Lastly, Olivenol™ livin' VIGOR contains olive biophenols and the active ingredient L-Carnitine to aid fatty acid metabolism, and relieve mental and physical fatigue.

Additional new Olivenol™ livin' formulations will be introduced worldwide in 2009.

In keeping with CreAgri's high manufacturing standards, Olivenol™ livin' is produced in GMP-certified facilities in both USA and Australia with strict adherence to the Australian Therapeutic Goods Administration (TGA) manufacturing, safety and quality control guidelines. The Olivenol™ livin' main ingredient has been granted GRAS (Generally Recognized As Safe) status in the US and is certified Halal. The highest safety standards are applied to the patented formulation processes which are completely organic and solvent-free. And to ensure that you get the finest from nature, OLIVENOL™ livin' uses only 100% certified organic olives.

CreAgri's proprietary formulation of olive biophenols has since been awarded five US patents protection. Meanwhile, several other formulation and applications patents are pending throughout the World.

OLIVENOL™ livin' now comes in convenient, hygienic blister packs. Each blister pack can be carried in a purse or pocket for convenience.

Olivenol™ livin' will be officially launched in the United States in the third quarter 2008. Meanwhile, CreaAgri and 10B International have launched their first Olivenol™ livin line of products in Taiwan. Malaysia, Australia, New Zealand, South Korea and Europe will follow shortly.

### **About CreAgri, Inc**

CreAgri, Inc., a California company, is the leading manufacturer of proprietary organic olive-derived biophenol ingredients. Its goal is to promote health and wellness by creating superior natural products that strike a balance between nature and technology. The company develops science-based processes that are environmentally friendly and compatible with sustainable agricultural methods. Please visit [www.creagri.com](http://www.creagri.com) for more information.

### **About 10B International Group of Companies**

Headquartered in Kuala Lumpur Malaysia, 10B International is a global family of companies dedicated to Wellness, Environmental Care, Pharmaceutical as well as Cosmetic Products and Spa. The organization is built on the belief that the natural healing qualities of plants and herbs can be integrated with modern science and technology to promote a better quality of health over a longer period

of time. The altruistic nature of 10B International and its people is extended to the 10B Wish Centre where 2.5% of the company's annual gross profit is invested for education, health and the general betterment of the less fortunate in the societies where the company operates. Please visit [www.10binternational.com](http://www.10binternational.com) for more information.