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CREAGRI®'s HIDROX™ Receives the NBT Award for Outstanding Application in Health Management at Vitafoods Europe.

GENEVA, May 12, 2011 /PRNewswire/ -- "Clear and credible," said one judge. "An Excellent, comprehensively completed submission," said another panelist. Overtaking many competitors, and analysts' expectations, CREAGRI®'s HIDROX™ took the Nutraceutical Industry by storm on May 11, 2011 in Geneva at the Nutraceutical Business Technology Awards ceremony.

Held in parallel to Vitafoods' Europe Expo, the NBT Award is the recognition of the decade long leading role that CREAGRI has played in the discovery, and the development, of healthy applications for polyphenol derived from the juice of organic olives.

Conferring CREAGRI the award for Outstanding Application in Health Management the international panel of judges, convened in the Swiss city by NBT Magazine, agreed that CREAGRI®'s entry into the contest not only described the creation of a powerful, natural antioxidant, but also the development of a cutting edge, patent protected technology--The Integrale™--to produce Hydroxytyrosol from olive milling waters, and to reduce the environmental impact of olive oil production.

"The winning company firmly believes that its product represents an important milestone in the development of natural products with powerful human health benefits," wrote the NBTA judges in their final decision. Strong competition for the award came from Naturex, Gumlink and Cognis.

"Today's NBT award not only recognizes the role that our company has played in the development of one of the most effective Nutraceutical ever brought to market for the management of contemporary age and stress related conditions, but it is also the validation of a line of scientific research that strives to reconnect consumers with a wellness and longevity experience deeply rooted into the ancestral history of human knowledge," affirmed Dr. Roberto Crea, founder and CEO of CREAGRI®, Inc., accepting the award on behalf of the company and its employees.

"We will soon bring the benefits of HIDROX™, which are firmly recognized in Asia and in the Americas, also to Europe with the introduction of Olivenol™ Plus 2X, the latest improvement in the internationally renowned line of dietary supplements Olivenol™ Plus," added Dr. Crea talking to reporters at the end of the ceremony.

About HIDROX

HIDROX™ is CREAGRI®'s trademarked hydroxytyrosol formulation, a powerful polyphenol scientifically recognized for its anti-oxidant properties and efficacy in heart and joint health. HIDROX™ is the only olive polyphenol formulation with GRAS certification, meaning that it has been subjected to the most comprehensive set of safety and clinical efficacy tests. HIDROX™ is also covered by the largest number of international patents for applications that include hydroxytyrosol and olive polyphenol. It is available in three forms to fulfill a variety of applications: HIDROX™ 12% Total Polyphenol (6% hydroxytyrosol) freeze dried powder, HIDROX™ 6% Total Polyphenol (3% hydroxytyrosol) powder and liquid HIDROX™ 0.5% total Polyphenol. All products are available in volumes ranging from kilograms to metric tons and can be ordered directly from CREAGRI®.

ABOUT Olivenol™ Plus 2X

A stronger formulation of the already popular Olivenol™ line of dietary supplements, the new Olivenol™ Plus 2X is the latest result of the safety and efficacy research conducted by CREAGRI® in the field of olive polyphenol and hydroxytyrosol. Totally safe, natural and derived from the juice of organic olives, each capsule Olivenol™ Plus 2X delivers double the concentration of hydroxytyrosol and sets a new bar for any existing dietary supplement available on the market today for a true, bioavailable antioxidant, anti-inflammatory and immune modulating natural formula.

About CREAGRI

CREAGRI® Inc., a California company, is the leading manufacturer of HIDROX®, a proprietary hydroxytyrosol-rich ingredient. 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.

For more information about CREAGRI® or OLIVENOL™ Plus 2X visit www.CREAGRI.com or contact Paolo Pontoniere, Director of Communications at 001-510-732-6478 or via e-mail at ppontoniere@creagri.com

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