

News Release:

CREAGRI'S PATENTED HIDROX™ ACHIEVES GRAS STATUS

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(Hayward, Ca) CreAgri, Inc., the world's leading developer and supplier of hydroxytyrosol-rich polyphenols from the pulp of certified organic olives, announced today that Hidrox(r) its patented raw material formulation of hydroxytyrosol, has been self-affirmed GRAS (Generally Recognized As Safe). GRAS status opens the doors for Hidrox(r) to be used in food, functional foods and beverages.

HidroX™ is CreAcri's patented formulation of hydroxytyrosol, the most powerful natural antioxidant polyphenol found in the pulp of olives. While olive oil has received a tremendous amount of attention for its health benefits, the water contained in the olives (olive juice) and separated during the production of the oil has been perceived as a more waste product. Yet the vary polyphenols that make olive oil so healthy are present in olive water as much as 300 times the amount. In traditional olive oil extraction, pits are also not removed prior to milling, which results in realizing unwanted compounds in the olive juice that the industry typically disposes of as waste. Realizing the potential of olive water as a unique natural antioxidant-rich juice, founder and chief scientist of CreAgri, Inc., Dr. Roberto Crea developed an innovative proprietary process. Named Integrale(tm), the process harnesses the power of C to generate Hidrox™. Protected by three US patents, the process removes the pits from the pulp of the olives and integrates the polyphenolic-rich olive water with citric acid. This protects against air oxidation, microbial contamination and triggers the release of the hydroxytyrosol from its precursor oleuropein and other large molecules. The resulting liquid is dried down and formulated as Hidrox™ and is available as a powder (2%, 6%, 12%) formulations.

" Achieving GRAS approval validates Hidrox™ as a safe ingredient for use in food and beverages and will help food manufacturers better differentiate their product offerings in a highly competitive category", said Dr. Crea. " CreAgri has shown for the first time that the juice of olives, appropriately processed, not only does not have any toxicity to living organisms but represents a unique and yet unused source of natural phenolics antioxidants and antimicrobial properties with great potential benefits to the food industry".

According to George A. Burdock, Ph.D., President of the Burdock Group, " The research involving Hidrox™ has shown it is safe for humans consumption when used as an antimicrobial agent or antioxidant agent in food. The panel concluded Hidrox™ is GRAS at levels up to 500 ppm in a baked good and baking mixes, breakfast cereals and bars, snack bars, processed fruits and juice, non-alcoholic beverages".

In their commitment to producing an entirely natural, pure material, CreAgri uses only 100% organic olives to create Hidrox™. While it is common by other companies to use chemical solvents to extract natural compounds, the Integrale(tm) process is completely natural and solvent-free.

Independent laboratory analyses that measure Oxygen Radical Absorbance Capacity (ORAC) identifies hydroxytyrosol as the most potent antioxidant yet discovered. Moreover, numerous in vitro studies over the past decade have shown that olive polyphenols, particularly hydroxytyrosol, have unsurpassed free radical scavenging abilities. Because hydroxytyrosol is a natural compound with a remarkable safety profile and lack of toxicity even at very high concentrations, Hidrox™ lends itself as a novel, natural ingredient to broad use in dietary supplements, foods, functional foods, natural cosmetics and animal feed. Initial studies show Hidrox™ possesses strong anti-microbial characteristics, which may find applications in food processing, sanitation and many other industrial applications. Moreover, Hidrox™'s antimicrobial properties might extend the shelf-life of foods without compromising safety or quality.

The panel of experts who made the GRAS determination included Mildred Christian, Ph.D., Joseph F. Borzelleca Ph.D. and George A. Burdock Ph.D. Dr Christian is President of Argus International, is one of the most nation's outstanding expert in reviewing animal data for humans use. Dr. Borzelleca is emeritus professor of pharmacology in the Dep. Of Pharmacology and Toxicology at Virginia Commonwealth University, Medical College of Virginia. Dr. Burdock is a Diplomate of the American Board of Toxicology, a Fellow of the American College of Nutrition and an internationally recognized authority on the safety of food ingredients, dietary supplements and personal care products.

CreAgri is committed to promoting human health and well being through the creation of superior natural products. The company focuses on the development of science-based processes that are environmentally friendly and compatible with sustainable agricultural methods. CreAgri's headquarters are in Hayward, California. For more information please visit www.creagri.com.