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**FOR IMMEDIATE RELEASE**

**Commercial Bakeries Corp. Partners with Ganeden Biotech Inc. to Produce  
New Probiotic-Enhanced Cookie Products**  
*Collaboration Highlights New Applications for Probiotics and Baked Goods*

TORONTO (November 12, 2008) – Commercial Cookies Corp., a Toronto-based manufacturer of private label cookie products in the U.S. and Canada, today announced a partnership with Ganeden Biotech, Inc., a Cleveland-based consumer healthcare company and manufacturer of patented probiotic strains and products.

The companies plan to work together to produce a variety of probiotic-enhanced cookie products. The cookies will be available in a number of varieties, flavors and packaging options.

Ganeden Biotech's patented probiotic, GanedenBC<sup>30™</sup>, is the only commercially available probiotic strain that can survive baking and other manufacturing processes. The ability of the probiotic strain to survive harsh manufacturing conditions makes it ideal for inclusion in shelf-stable, baked good products, such as cookies.

“For the first time, we have the ability to produce baked goods with the added benefit of powerful, health-promoting probiotics,” said Phillip Fusco, vice president of Commercial Bakeries Corp. “Probiotics aren't limited to the yogurt section any longer.”

Commercial Bakeries Corp. produces an assortment of cookie varieties, including sandwich cream, wire cut and rotary cookies, for private labels in the U.S. and Canada. The company has established itself as a leading manufacturer of all-natural cookie lines, another reason for their interest in Ganeden Biotech's GanedenBC<sup>30</sup> probiotic.

“The ability to bake cookies and other products with probiotics is something that was unheard of until recently,” said Mike Bush, vice president for business development for Ganeden Biotech. “We are pleased that GanedenBC<sup>30</sup> is allowing companies like Commercial Bakeries Corp. to offer consumers more variety in probiotic-enhanced products that can help improve and maintain healthy digestion.”

Probiotics are “good” bacteria that have been shown to improve digestive health and boost immunity. However, in order for probiotics to be beneficial to the body the cells must survive manufacturing, shelf life and stomach acid. GenedenBC<sup>30</sup> is protected by a hardened structure, or spore, which is analogous to a seed. This spore protects the cell’s genetic material from the heat and pressure of manufacturing processes, challenges of shelf life and the acid and bile to which it is exposed to during digestive transit. The viable spore is then able to grow and multiply into new cells in the small and large intestines. Other popular strains of probiotics are rendered ineffective because they cannot withstand those conditions.

#### **About Commercial Bakeries Corp.**

Commercial Bakeries Corp., based in Toronto, manufactures cookies for a variety of private labels in the U.S. and Canada, including top national grocers. Founded in the 1950’s, the company has been family run by the Fusco family. Commercial Bakeries Corp. offers a wide variety of cookies and flavors in many packaging formats, from bulk to individual packs. For more information, visit [www.commercialbakeries.com](http://www.commercialbakeries.com).

#### **About Geneden Biotech**

Founded in 1996, Geneden Biotech Inc. is based in Cleveland, Ohio, and is the largest seller of over-the-counter probiotics in the U.S. through its Digestive Advantage® and Sustenex™ brands. It also licenses its patented probiotic bacteria, GenedenBC<sup>30</sup>, for use in commercial food and beverage applications, medical foods, nutraceuticals and in animal health industries. GenedenBC<sup>30</sup> is self-affirmed GRAS (Generally Recognized As Safe) by an independent panel of experts assembled to assess its safety in use as a food ingredient. For more information about licensing opportunities visit [genedenlabs.com](http://genedenlabs.com) and for probiotic supplement information visit [digestiveadvantage.com](http://digestiveadvantage.com) or [sustenex.com](http://sustenex.com).

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