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**FOR IMMEDIATE RELEASE**

**Ganeden Biotech and Pathway International Announce Exclusive Distribution Partnership**  
*Pathway International to serve as exclusive Australian and New Zealand distributor for GanedenBC30 probiotic*

CLEVELAND (Feb. 3, 2010) – [Ganeden Biotech Inc.](#), maker of the patented probiotic strain [GanedenBC30®](#), today announced a partnership with [Pathway International Pty Ltd.](#) to exclusively distribute GanedenBC30 in all Australian and New Zealand markets.

The partnership will provide growth opportunities for Ganeden Biotech through increased distribution channels and access to an exclusive international supply chain network of leading manufacturers in Australia and New Zealand.

“Partnering with Pathway International is an important step in achieving our global expansion goals for 2010,” said Andrew Lefkowitz, Ganeden Biotech president and CEO. “We are confident that Pathway International’s proven track record in successfully distributing innovative health and wellness ingredients will help our probiotic reach consumers in these markets looking to improve their digestive health and boost immunity with probiotic-enhanced food, beverage and supplement products.”

Since 2008, GanedenBC30 has been incorporated in more than 40 products widely distributed throughout North America. Due to the unique ability of the shelf-stable probiotic to survive harsh manufacturing processes, it can be incorporated into a variety of products ranging from frozen yogurt to baked goods.

“We look forward to a long-term relationship with Ganeden Biotech through which we can help introduce GanedenBC30 to new markets and manufacturers interested in innovative functional ingredients,” said Wayne Coote, managing director of Pathway International.

**About Ganeden Biotech**

Founded in 1996, Ganeden 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, GanedenBC30, for use in commercial food and beverage applications,



medical foods, nutraceuticals and in animal health industries. GanedenBC30 is self-affirmed GRAS (Generally Recognized As Safe) by an independent panel assembled to assess its safety in use as a food ingredient. For more information about licensing opportunities visit [gandenlabs.com](http://gandenlabs.com) and for probiotic supplement information visit [digestiveadvantage.com](http://digestiveadvantage.com) or [sustenex.com](http://sustenex.com).

**About Pathway International Pty Ltd.**

Pathway is the exclusive distributor in Australia and New Zealand for leading suppliers of high quality and innovative ingredients that add value to the health care and nutrition industries. For more information visit [www.pathway.net.au](http://www.pathway.net.au).

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