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FOR IMMEDIATE RELEASE

PC Brands Introduces Great Tasting Shelf-Stable Nutrition Bar with Probiotics

Pop Culture Probiotics bars are made with patented GanedenBC30 probiotic strain; collaboration marks important advancements in probiotic-enhanced foods

Solana Beach, Calif. (November 19, 2008) – PC Brands, a California-based manufacturer of nutrition bars, today announced the release of Pop Culture Probiotics bars which are shelf stable all - natural bars. The “on the go” bars contain GanedenBC30™, a patented probiotic strain from Ganeden Biotech that does not require refrigeration.

The all-natural Pop Culture Probiotics bars come in a 90-calorie Yogurt Fruit and Nut with Cranberries, Almonds & Flaxseed bar, as well as a 110-calorie Chocolate Chip Granola variety. Additionally, the bars pack a powerful probiotic punch, delivering 10 times more live cultures than the leading probiotic-enhanced yogurts.

“We chose GanedenBC30 for this product because of its unique ability to survive and reach the digestive system alive where it can provide consumers with the most benefits,” said PC Brands president Jack Kelly. “With their innovative probiotic strain, Ganeden Biotech is opening up new possibilities for consumers who want non-refrigerated probiotic-enhanced food products that can help regulate the digestive system. These bars are a great way for consumers to get their daily dose of probiotics in a convenient, great tasting on-the-go shelf-stable form.”

Currently, GanedenBC30 is the only commercially available probiotic strain that can survive baking and other manufacturing processes. The ability of the strain to survive harsh manufacturing conditions and remain viable without refrigeration makes it ideal for inclusion in shelf-stable products like nutrition bars.

“This is a major breakthrough both for food manufacturers who want to add digestive benefits to their products and consumers who are increasingly demanding more functional food choices,” said Ganeden

Biotech CEO Andy Lefkowitz. “We are excited to be able to offer a probiotic that can be used in entirely new categories of food, including shelf-stable nutrition bars.”

Probiotics are “good” bacteria that have been shown to improve digestive health and boost immunity. Unlike many probiotic strains currently found in popular brands of yogurts, GenedenBC³⁰ is able to survive the heat and pressure of manufacturing processes, as well as the acidic stomach environment due to the protection of the bacteria by a naturally-occurring hardened shell of organic material.

Pop Culture Probiotics bars will be available online soon at www.popcultureprobiotics.com, as well as at select retailers.

About PC Brands

PC Brands is a new company started by veteran industry professionals with expertise in product development, nutrition and in sales across multiple channels. The company’s mission is to provide consumers with all natural products that address specific nutritional and health needs. The Pop Culture bars are the first products to be introduced.

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, GenedenBC³⁰, for use in commercial food and beverage applications, medical foods, nutraceuticals and in animal health industries. GenedenBC³⁰ 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 and for probiotic supplement information visit digestiveadvantage.com or sustenex.com.

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