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FOR IMMEDIATE RELEASE

Sunny Crunch Introduces All-Natural Probiotic Cereal Bars
New bars use GandednBC³⁰ probiotic making this collaboration the latest in string of shelf-stable probiotic products

TORONTO (January 27, 2009) – Sunny Crunch Foods Ltd., a Toronto-based maker of all-natural cereal and nutritional food products, announced the launch of probiotic cereal bars that require no refrigeration.

The all-natural Probiotic Chewy Cereal Bars are made with whole oats and evaporated cane juice and are available in four flavors: cranberry, strawberry, peanut and almond. Each 3.5-ounce bar is made with the patented probiotic GandednBC³⁰, manufactured exclusively by Gandedn Biotech. Additionally, each bar has 5 grams of fiber, 2 grams of protein, prebiotics, Omega-3 fatty acids and has only 110 calories.

“These bars are the perfect solution for people looking for an on-the-go, healthy snack that can help regulate and maintain a healthy digestive system,” said Willie Pelzer, president and CEO of Sunny Crunch. “Consumers are no longer confined to the refrigerated section of the grocery store when looking for a probiotic-enhanced snack.”

Sunny Crunch bars are the latest in a string of new products containing the probiotic strain GandednBC³⁰. Probiotics are “good” bacteria that improve digestive health and boost immunity. Unlike many probiotic strains currently found in popular brands of yogurt, GandednBC³⁰ is able to survive the heat and pressure of manufacturing processes, as well as the acidic stomach environment. GandednBC³⁰ also remains viable without refrigeration, making it ideal for inclusion in shelf-stable products like cereal bars.

“We are thrilled that companies are taking advantage of the unique characteristics of GandednBC³⁰ to offer consumers more options when it comes to shelf-stable, probiotic-enhanced products” said Gandedn Biotech CEO Andy Lefkowitz.

Probiotic Chewy Cereal Bars are sold in packs of five and will be available shortly at major grocery chains throughout North America Sunny Crunch plans to expand distribution to the United Kingdom and add GandednBC³⁰ to their cereal products.

About Sunny Crunch Foods Ltd.

Sunny Crunch Foods Ltd. is a leading Canadian manufacturer of specialty and functional foods that have exceptional nutrient profiles. The company has responsive production turn-around times and is uniquely positioned to deliver targeted nutritional products for a variety of markets, including sports nutrition, health and wellness, diet, meal replacement and nutraceuticals. Sunny Crunch Foods specializes in the private label business and can deliver turnkey products for bar and cereal goods. They have remained a family-owned company for more than 35 years. For further information about Sunny Crunch Foods please contact Hitesh Vyas at 905-475-0422 or visit www.sunnycrunch.com.

About Ganeden Biotech

Founded in 1997, 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, GandenBC³⁰, for use in commercial food and beverage applications, medical foods, nutraceuticals and in animal health industries. GandenBC³⁰ is self-affirmed GRAS (Generally Recognized as Safe) for use as a food ingredient. For information about licensing opportunities visit ganedenlabs.com. For probiotic supplement information, visit digestiveadvantage.com or sustenex.com.

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