

FOR IMMEDIATE RELEASE

MEADOWPURE™ ON THE SHELVES TARGETING HEALTH CONSCIOUS CONSUMERS

Brands incorporating MeadowPure™ into their food and beverage product lines can differentiate themselves from the crowd

Gurnee, IL, March 2007 – As consumers become more health conscious and the market for Omega 3's continues to grow. Manufacturers are looking to satisfy consumers' appetites for healthier foods while maintaining a competitive edge by incorporating Omega 3's into their finished products. Pizzey's Milling's MeadowPure™ is leading the field by being the first to provide a truly unique ingredient that combines the Omega 3 benefits found in both flaxseed and fish oil, allowing for healthier foods without compromise to taste or shelf life.

With nearly 250 new Omega 3 products launched last year, and more than a 108 percentage increase from 2004, 2007 has been deemed the "Year of the Omega 3" by the *Chicago Sun Times* and *USA Today*. Brands such as Iams pet foods to Barilla pasta have already added Omega 3's into their expanding "healthy" product lines.

But not all Omega 3's are created equal. While many companies are offering Omega 3's in the form of fish oil or flaxseed, Pizzey's MeadowPure™ O3 Ultra delivers the benefits of both in their premium flaxseeds, allowing food manufacturers to incorporate all three essential fatty acids (ALA, DHA and EPA) into their product offerings.

Innovative brands like Hodgson Mills have recently launched products containing MeadowPure™ flaxseed, while bread giant Canada Bread has included the ingredient in its whole grain line for years. Major brand such as Barilla Plus, Kashi, Quaker Oats and Mission Foods have already launched products containing flaxseed.

Pizzey's Milling is the first company to offer food manufacturers milled flaxseed products with a guaranteed shelf-life of two years. MeadowPure™ Omega 3 and MeadowPure™ Omega 3 Ultra (with fish oil) provides a high-end solution for food manufacturers wanting to propel their product lines to the next level.

Pizzey's Milling was founded in 1991 upon the principle that a growing market opportunity for flaxseed ingredients, driven by mounting nutritional and medical evidence of its benefits should be anchored upon a foundation of good business practices and sound science. What began as a family farming operation transformed itself into a bakery before evolving into North America's largest, most experienced specialty-flaxseed ingredient supplier. Pizzey's flaxseed products are developed through scientific research which aims to determine the optimum processing technologies to ensure highly nutritious and stable ingredients.

For more information, or to arrange an interview with a company spokesperson, please contact Tamara York at ADinfinitem, 212 693 2150 Ext. 314, email tamara@adinfinitemny.com.