

Press Contact:
Tamara York/ADinfinitem
(212) 693-2150, ext. 314
tamara@adinfinitemny.com

FOR IMMEDIATE RELEASE

MEADOWPURE™ GOES ORGANIC

**Pizzey's Nutritionals Adds
MeadowPure™ O3 Organic Flaxseed To The Line**

Gurnee, IL., November 2007 – To fulfill the market demand for a stable organic flaxseed, Pizzey's Nutritionals, developer of MeadowPure™ O3, is announcing that it has added premium milled organic flaxseed to the MeadowPure™ brand.

“After many years, we are finally satisfied that the product we are bringing to market is stable and of the highest quality. There was no point in adding organic to the line if we could not guarantee our customers that every batch would be the same, every time,” states Linda Pizzey, President of Pizzey's Nutritionals.

The patented MeadowPure™ selection process ensures that any undesirable organic flaxseeds are meticulously selected and graded out, and that only the very finest quality seeds make it through and get the MeadowPure™ seal of approval. “Some organic flaxseeds are very unstable and that makes it virtually impossible for manufacturers to turn out a consistent product. The MeadowPure™ process maintains the nutritional value of organic flaxseed with the additional benefit of an extended shelf life,” comments Linda Pizzey.

With the tremendous demand for organic products, MeadowPure™'s organic flaxseed is exactly what functional food manufacturers are looking for.

The MeadowPure™ Process

The MeadowPure™ process includes meticulous separation of damaged and immature seeds from those that are uniform in color and size. Only those selected seeds undergo the MeadowPure™ cleaning and stabilization processes. It's their exclusive selection, separation and cleaning processes that enable Pizzey's Nutritionals to ensure the quality of their premium milled flax, providing consistent flavor, color and Omega 3 levels. Pizzey's MeadowPure™ O3 Organic whole-milled flaxseed remains stable for up to 1 year when stored at room temperature and requires no refrigeration.

Pizzey's Nutritionals (formerly Pizzey's Milling) was acquired in September 2007 by Glanbia Plc., an international dairy foods and nutritional ingredients group headquartered in Ireland. The existing management team, headed by Linda and Glenn Pizzey, will remain with the business. Pizzey's was founded in 1991 upon the principal 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.

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For more information, or to arrange an interview with a company spokesperson, please contact Tamara York at ADinifinitum, 212- 693-2150 Ext. 31 tamara@adinifinitumny.com or Dinean Robinson, 212-693-2150 Ext. 311 dinean@adinifinitumny.com