

**FOR IMMEDIATE RELEASE:**

## **NATREON AND MAYPRO SIGN EXCLUSIVE DISTRIBUTION AGREEMENT FOR KEY ASIAN MARKETS**

New Brunswick, NJ, June, 2008 - Maypro and Natreon have entered into an exclusive agreement to develop major Asian markets for the proprietary ingredients produced by Natreon. Those ingredients include:

**CaprosR** is a patented, clinically researched nutritional supplement ingredient developed to provide significant antioxidant benefits inside and out. Derived from a highly purified and standardized extract of the unique antioxidant superfruit *Phyllanthus emblica*, CaprosR is the ultimate superfruit extract obtained by a proprietary process, which guarantees optimized levels of bio-actives to provide a broad range of health benefits. It is especially effective in combating oxidative stress throughout the body, especially the skin.

**SensoriIR**, an extract of *Withania somnifera*, has been shown to significantly reduce stress-related parameters and cardiovascular risk in well-controlled clinical studies published in peer reviewed journals. SensoriIR has been formulated in leading beverage and nutritional supplement brands in North America.

**PrimaVie™** (highly purified Shilajit) is the most revered remedy in Ayurveda. Little was known about this high mountain herb/mineral compound outside of India until the early 1900's when Russian scientists brought it to the western world. Russian Black Anabolic, as they called it, is a potent adaptagenic herbal complex used to increase strength and muscle mass as well as for its recuperative powers. Moreover, in controlled studies men with low sperm count taking PrimaVie™ experienced, greatly improved semen quality, increased libido, and a 70% increase in serum testosterone levels.

**CrominexR 3+** is a chromium supplement composition wherein  $Cr^{3+}$  is complexed with Capros<sup>R</sup> and PrimaVie™, which enables chromium to remain in the 3+ form (not 6+) in the body for improved safety. This phenolic antioxidant-chromium complex is ideal for treatment or prevention of type II diabetes and glucose intolerance.

### **About Natreon, Inc.**

Founded in 1998, Natreon focuses on developing novel compounds extracted from the traditional botanicals of Ayurvedic medicine. With US headquarters in New Brunswick, NJ and state-of-the-art research facilities in India, Natreon has created a broad portfolio of products and technologies, with compelling intellectual property, that can serve unmet nutritional supplement, functional food, and pharmaceutical market needs. For more information on Natreon Inc., please visit [www.natreoninc.com](http://www.natreoninc.com) or contact [info@natreoninc.com](mailto:info@natreoninc.com).

### **About Maypro Group**

In 1977, Steve Yamada envisioned the creation of a global distribution enterprise that would introduce innovative natural ingredients from Asia, Europe and the United States into world markets. Thirty years later, Steve Yamada has realized this vision. As the pioneer of such leading nutrients as Coenzyme-Q10, Glucosamine, Chondroitin, Alpha-lipoic acid and Active Hexose Correlated Compound (AHCCR), Maypro has established a strong reputation as an innovator and trusted partner for leading brand and contract manufacturers in the U.S., Japan, Asia, Europe, Latin America and other markets. Today, Maypro Group LLC operates six subsidiary companies strategically located in New York, Tokyo and Shanghai. In 2006, Maypro officially became a minority-owned affiliate of Marubeni Corporation, one of the largest Japanese conglomerates with over \$70 billion in annual sales and 124 offices worldwide. Leveraging this partnership, Maypro was further able to strengthen its position in Japanese market, to reinforce its global

reach and to increase its sales activities in the rapidly growing functional food and beverage market segment.

Maypro is already well-recognized as an undisputed leader in exporting proprietary branded weight-loss ingredients into Japan and other Asian markets. Maypro introduced and built the market for such leading weight management products as Phase 2R, TonalinR, NeOpuntiaR, CissusR, Liposan UltraR, Metabromine and GCAR. In addition, Maypro has successfully marketed into Asia, products in other categories such as Biocell II CollagenR and Neptune Krill OilR. Please visit our website

For more information, please visit our website: [www.maypro.com](http://www.maypro.com) or contact: Isabel Elias-Castro, Vice-President. Tel: 914-251-0701 x. 109 or via email at [Isabel.Elias@maypro.com](mailto:Isabel.Elias@maypro.com)