



EMBRIA[®]
Health Sciences

FOR IMMEDIATE RELEASE

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EMBRIA EXPANDS INTERNATIONAL PRESENCE WITH SELECTION OF EXCLUSIVE BRAZILIAN DISTRIBUTOR, PHARMA NOSTRA

ANKENY, Iowa, March 18, 2009 — Embria[®] Health Sciences, raw material supplier of science-backed natural ingredients, has chosen Pharma Nostra as the exclusive distributor for the company's dietary supplement ingredients in Brazil. Pharma Nostra will offer EpiCor[®], Embria's immune balance ingredient, as well as eXselen[®], Embria's highly-bioavailable organic selenium ingredient, to the entire Brazilian market.

"We are pleased to partner with an established and upstanding organization like Pharma Nostra, as their well-known commitment to providing safe, high-quality, researched ingredients is directly in-line with Embria's own business philosophy," stated Paul Faganel, Embria Health Sciences president, "Pharma Nostra's broad customer base throughout Brazil's \$1.7 billion OTC market will further strengthen EpiCor and eXselen's international presence and effectively increase our market share."

Pharma Nostra joins Embria's solid distribution base, which includes Alliance Nutritional Ingredients in Canada and B&D Nutritional Ingredients in the United States.

About Pharma Nostra:

Pharma Nostra, headquartered in Rio de Janeiro, is among the largest distributors in the Brazilian market. With more than 6,000 customers worldwide, Pharma Nostra offers a wide range of actives and excipients. Pharma Nostra also exports via its three units strategically located in Rio de Janeiro, Sao Paulo and Goias, and has one of the world's best-equipped quality control laboratories.

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About Embria Health Sciences:

Embria Health Sciences, www.embriahealth.com, combines science and nature to bring high-quality, research-based natural ingredients to the global human nutrition market. Embria's flagship ingredient, EpiCor, is an all-natural product designed to modulate and balance the human immune system and is manufactured using a proprietary technology, which produces vital metabolites, vitamins, minerals, and antioxidants that deliver nutritional benefits and support increased bioavailability. Recent clinical studies show EpiCor significantly decreases the incidence and duration of cold and flu symptoms, reduces allergy symptoms, possesses anti-inflammatory activity, and activates crucial defense cells (Natural Killer, T-, and B-cells). Embria holds *Nutrition Business Journal* awards for its achievements in business and the selenium ingredient, eXselen.

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