



FOR IMMEDIATE RELEASE

CONTACT: Amanda Holty
801.538.0777, ext. 107
amandah@imgbranding.com

EMBRIA HEALTH SCIENCES' EPICOR FIRST IMMUNE HEALTH INGREDIENT TO RECEIVE SUPPLYSIDE WEST SCIENTIFIC EXCELLENCE AWARD

ANKENY, Iowa and LAS VEGAS (September 20, 2010) — Embria® Health Sciences' immune health ingredient EpiCor has won the SupplySide West 2010 Scientific Excellence Award, the company announced today. Embria will be presented with the award at the SupplySide West trade show in Las Vegas on Friday, October 22 at 2 p.m. at the Virgo Publishing booth #22061.

Ingredients were judged on the following criteria: science/research methods, scientific breakthrough, innovation, and appeal for the manufacturing community. This is the first time in the Award's history that an immune health ingredient has received top honors.

"This award is significant not only in that it honors EpiCor's impressive library of human clinical research, but also that it sets a new scientific precedent for the immunity category as a whole," said Stuart Reeves, Ph.D, Embria's director of research and development. "It is our hope that with EpiCor's receipt of this award, manufacturers will start demanding scientific efficacy from suppliers' immune ingredients, and that the industry will realize that research-backed immune health products can be developed and thrive in the marketplace."

In 2010, the *Journal of Alternative and Complementary Medicine* published the results of a clinical study that concluded EpiCor significantly reduced cold- and flu-like symptoms in non-vaccinated individuals. This followed a clinical study published in *Urologic Nursing* that showed EpiCor helped to reduce both the incidence and duration of cold and flu symptoms in subjects who had been vaccinated. Also within the last year, *Advances in Therapy* published the results of a 12-week randomized, double blind, placebo-controlled study that found EpiCor significantly reduced the severity of allergy symptoms.

"The positive findings of both the cold and flu studies, as well as the allergy study, supports EpiCor's ability to offer year-round immune support," added Larry Robinson, Ph.D., vice president of scientific affairs, Embria Health Sciences. "It's an honor to be recognized not only for the depth of our science, but also for its scope."

-more-

www.embriahealth.com

PO Box 559, 2105 SE Creekview Drive, Ankeny, IA 50021 | PHONE 1-877-EMBRIA1 or 515-963-9100 | FAX 515-964-9004

About Embria Health Sciences and EpiCor:

Embria Health Sciences 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 that helps the body balance the immune system and is manufactured using a proprietary technology. Containing protein, fiber, vitamins, minerals, amino acids, antioxidants and other metabolites that deliver nutritional benefits and support immune health, clinical studies have found EpiCor's immune-balancing properties provide year-round support by helping the body boost or suppress immune response as needed. For more information on EpiCor, visit www.embriahealth.com or stop by Embria's booth #14035 at SupplySide West.

About SupplySide West:

SupplySide West (www.supplysideshow.com) is dedicated to bringing together manufacturers and suppliers in the dietary supplement, food, pharmaceutical and cosmetic industries. The event provides a unique opportunity for an executive-level exchange of ideas, goods and services not available through any other business-to-business event. SupplySide West offers three days of informative seminars and exhibitions tailored to the specific needs of supply chain executives.

###