



PRESS RELEASE

For Immediate Release

Contact:

Renee Cooper

Christie Communications

805-969-3744

rcooper@christiecomm.com

Kathy Lund, VP Sales & Marketing,
Ingredient Division

Bioenergy Life Science, Inc.®

1-866-4RIBOSE

klund@bioenergy.com

www.bioenergy.com

CONSUMER PACKAGED GOODS INDUSTRY EMBRACES RIBOSE AS FUNCTIONAL INGREDIENT

Bioenergy Life Science Says Impact Could be Huge on CPG Manufacturers and Snack Industry

MINNEAPOLIS, Minn. (JUNE XX, 2010) -- There's a new trend about to hit grocery store shelves. Industry insiders have observed that manufacturers of mainstream consumer packaged goods (CPGs), who were once more conservative when it came to adding natural functional ingredients to their foods and snacks, are now looking to take advantage of the healthy benefits these ingredients can provide. Bioenergy Life Science, Inc. (www.bioenergyribose.com) is leading the charge by showing major food manufacturers and snack companies how Bioenergy RIBOSE™ can add the health benefits their customers are seeking — such as increased energy — to their new product offerings.

"I am definitely seeing a trend that CPG companies are embracing natural functional ingredients in a way they didn't before," says Kimberly Stewart, former Editorial Director for the trade magazine *Functional Ingredients*. "Many of the concepts that started out in the natural products industry are becoming more mainstream. The industry is growing at a rate CPG companies just can't ignore anymore."

Functional foods and beverages have been on a tear for the past decade, reaching \$30.7 billion in sales in 2008 — about 5 percent of the total U.S. food market.^{1,2} One big reason is that aging baby boomers are more passionate about their health than previous generations, so foods with functional health benefits are very appealing.

¹ Institute of Food Technologists. June 1, 2009. <http://www.ift.org/food-technology/daily-news/2009/june/01/functional-food-growth-slows.aspx>

² Progressive Grocer. Aug. 23, 2009.

http://www.progressivegrocer.com/progressivegrocer/content_display/supermarket-industry-news/e3i91e05ffd5e045bf10ff01493d88ace3c

800 Garden Street, Suite B | Santa Barbara, CA 93101 | 805.969.3744 T
805.969.3697 F

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“Health and wellness is on the business agenda of practically every food company,” comments Kantha Shelke, a food scientist at the Chicago-based food science and nutrition think tank Corvis Blue. Initially, when food companies started looking at how to make their products healthier, they generally made the decision to add more fiber to their products, she explains. “If you want your products to stand out from the others, it’s not enough now to just reduce the sodium, reduce the sugar and increase the fiber. You have to do something significant and something that will separate you from the rest of the pack,” Shelke says.

Enter Bioenergy RIBOSE. Bioenergy RIBOSE stimulates the synthesis of ATP, the essential energy compound found in every cell in the body. Since ATP is critical for maintaining normal energy-related functions, RIBOSE is a functional ingredient well-suited for adding energy and athletic performance benefits to consumer packaged goods. Bioenergy Life Science, Inc. is the world’s leading company for RIBOSE and markets the only patented brand.

At the recent Food Technology, Innovation and Safety show, Bioenergy Life Science met with several major mainstream food manufacturers. According to Kathy Lund, vice president of sales and marketing for Bioenergy, the response was overwhelmingly positive. “These big Fortune 500 companies were looking for products that offer different health benefits than some of the more widely used functional ingredients, such as caffeine or calcium or vitamin B12. Our energy message really resonated with them,” she says.

As a functional ingredient, Bioenergy RIBOSE has several advantages. For manufacturers, it is easy to formulate with, highly stable and GRAS-affirmed. For consumers, it provides a natural source of energy and has wide appeal, from baby boomers experiencing fatigue to a younger demographic looking to enhance physical performance.

Importantly, RIBOSE is not a stimulant, which is in keeping with another trend identified by Stewart. “What I started to see about a year ago is that the everyday consumer was looking for ingredients that helped with energy and fatigue, but didn’t want to go with highly caffeinated shots that would keep them up all night,” she explains. “Finally, CPG companies are seeing that this isn’t the uber-athlete we’re talking about; these are everyday people who just want to be able to get through their day, and RIBOSE fits that bill really well.”

Where might RIBOSE show up in the next two years? Some of the product concepts Bioenergy Life Science presented at the Food Technology, Innovation and Safety show included cereals, snack chews, drink mix straws, herbal teas, energy smoothies, oils blends/spreads and sodas fortified with Bioenergy RIBOSE. If interest is as high as it appears, the impact on mainstream food manufacturers and the snack industry could be huge.



About Bioenergy Life Science, Inc.

Bioenergy Life Science, Inc. — The Ribose Company™ — has achieved GRAS (Generally Recognized as Safe) status for D-Ribose® from the U.S. Food and Drug Administration. The privately held, Minneapolis-based life sciences company has amassed a large body of scientific literature on the uses of RIBOSE for people across all age and health categories. Bioenergy has more than 10,000 customers for its proprietary Corvalen® family of products, and millions worldwide use Bioenergy RIBOSE® in leading functional foods such as energy bars and beverages. Currently, Bioenergy RIBOSE® is included as an ingredient in hundreds of products worldwide. The company's core technology lies in the development and commercialization of products based on the physiological benefits of D-Ribose® for health and wellness.

For more information about Bioenergy Ribose®, call 1 (877) 474- 2673 or visit www.bioenergy.com. For media related inquiries, contact Renee Cooper of Christie Communications at (805) 962-1347 or rcooper@christiecomm.com.

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