



DECAS BOTANICAL SYNERGIES

PACRAN® CRANBERRY POWDER HEALTH CLAIM APPROVED BY KOREAN FDA

Becomes the First Health Food Product Approved for Urinary Health

CARVER, Massachusetts December 9, 2009 – Decas Botanical Synergies, LLC. (DBS), manufacturer of PACran®, the first clinically supported and proanthocyanidin (PAC) standardized cranberry powder, has obtained Korean Food and Drug Administration (KFDA) approval for a health claim supporting urinary health. This approval is the first health food product by KFDA for urinary health and only PACran® can make this claim in Korea.

In 2004, the KFDA enforced the approval system of functional ingredients for the Health Function Food market according to the law of Health Functional Food. The extensive approval process for PACran® took nearly two years to complete and was obtained after DBS and its Korean partner, Monature, submitted a complete clinical dossier including the required safety data.

“We are excited about the Korean FDA approval and the new opportunities for PACran® it will offer, “ said Daniel Souza, DBS director of sales and marketing. “We continue to invest in research to scientifically validate our products which allows us to clearly distinguish ourselves. DBS continues to lead the global market with the most cost effective and efficacious cranberry products available.”

Learn more about PACran on the web site <http://www.PACran.com>.

About Decas Botanical Synergies (DBS)

Headquartered in Carver, Massachusetts, Decas Botanical Synergies (DBS), a subsidiary of Decas Cranberry Products, Inc., is a developer, manufacturer and marketer of proprietary, value-added fruit-derived ingredients for the dietary supplement, functional foods, animal feed and nutrition, personal care and cosmetics, and oral health industries. Specializing in cranberries, DBS’s Fruitaceutical® products are rich in natural bioflavonoid complexes, which provide manufacturers with powerful antioxidant, antimicrobial and nutritional properties, and a natural colorant for a broad variety of applications. Decas powders, extracts and oils offer cost-effective and natural options to enhance the taste, color, function and nutritional content of products. For additional information, please visit www.decasbotanical.com.

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