



DECAS BOTANICAL SYNERGIES

DECAS BOTANICAL SYNERGIES SIGNS EXCLUSIVE PATENT LICENSES

Gains Control over Broad-based Intellectual Property Rights for Cranberry and other Fruit Extracts

CARVER, Massachusetts July 19, 2010 – Decas Botanical Synergies, LLC. (DBS) today announced that it has signed an Exclusive License Agreement with a purchase option with JLB, Inc. developer and owner of broad-based patents covering cranberry and other *vaccinium* species. The patents include:

United States Patents:

- 5,474,774 – *Adhesion Inhibiting Composition*
- 5,525,341 – *Partially Purified Cranberry Anti-Adhesion Activity*
- 5,646,178 – *Cranberry Extract and Biologically Active Compounds Derived Therefrom*
- 5,650,432 – *Method of Treating or Preventing Non-Viral Infection*

Australian Patents:

- 703158 – *Method of Treating or Preventing Non-viral Microbial Infection*
- 708657 – *Adhesion Inhibiting Composition*

United Kingdom Patent:

- 0752871 – *Adhesion Inhibiting Vaccinium Extract*

Additionally, DBS's licensing rights include a non-exclusive license with sublicensing rights to:

United States Patents:

- 6,608,102 and 6,720,353 – *Plant Proanthocyanidin Extract Effective at Inhibition Adherence of Bacteria with P-Type Fimbriae to Surfaces*

Copies of these patents may be accessed at <http://www.decasbotanical.com/news&events.htm>

Cranberry's Unique Health Benefits

There is a growing body of science that demonstrates that the cranberry possesses a unique combination of phytonutrients that help promote and maintain health, especially in the urinary tract. Urinary tract infections (UTIs) affect over 11 million women in the U.S. annually, and 25% of these recurrently, with a total annual cost approaching \$2 billion. Research published in peer-reviewed, scientific journals has established that cranberries contain proanthocyanidins (PACs) with an unusual A-type linkage. These compounds are considered responsible for helping to protect against UTIs due to their anti-adhesion properties of pathogenic *E. coli* to uroepithelial cells and tissues. Additionally, this same bacterial anti-adhesion effect has been found elsewhere in the body against certain other bacteria, including those responsible for periodontal disease and *H. pylori*, the leading cause of stomach ulcers – a major risk factor for stomach cancer.

“Signing an exclusive license and purchase option for these patents is an important milestone for DBS,” said Doug Klaiber, DBS CEO. “Given the broad coverage of these significant and fundamental patents, we now have the ability to protect our research investment, increase market share and defend our global leadership position in the rapidly growing cranberry nutraceutical market. It is our intention to leverage the intellectual property via the introduction of new innovative products and through strategic partnerships and supply agreements.”

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.

###

For additional information, please contact:

Douglas Klaiber
CEO
Decas Botanical Synergies, LLC
508-866-8506
dklaiber@decasbotanical.com