



DECAS BOTANICAL SYNERGIES

DECAS BOTANICAL SYNERGIES LINKS CRANBERRY TO PROSTATE HEALTH

PACran® Clinical Study is the First to Show Cranberry's Support for Men with Enlarged Prostates

CARVER, Massachusetts September 20, 2010 – Decas Botanical Synergies, LLC. (DBS) today announced another industry first for its PACran® cranberry powder by showing its clinical effectiveness for men with prostate health related issues. The clinical study entitled, “The Effectiveness of Dried Cranberries in Men with Lower Urinary Tract Symptoms” (Vidlar, et. al.) was recently published in the *British Journal of Nutrition*. The six month study examined the effects of PACran® on male volunteers suffering from LUTS including Benign Prostatic Hyperplasia (BPH) or enlarged prostate and with elevated prostate specific antigen (PSA) levels. The clinical markers investigated were the International Prostate Symptom Score (IPSS), Quality of Life (QoL), Maximal Urinary Flow Rate, Average Urinary Flow Rate, Prostate Bladder Voiding, Post-void Residual Volume and PSA levels. At the end of the six month period, volunteers in the PACran® group showed statistically significant improvements in all of the targeted markers.

BPH is a nearly universal result of the aging process for men. As the Baby-Boomer generation continues to advance so does the number of men with BPH-related prostate issues. By the age of 60, 50% of men will have some signs of BPH. By the age of 85, 90% of men will have signs of the condition. About one third of these men will develop symptoms that require treatment which accounts for 1.7 million doctors visits annually in the U.S. These trends illustrate the ever expanding need for clinically supported dietary supplements for prostate health and is why sales of herbal dietary supplements targeting prostate health are among the top selling supplements annually in the United States.

PACran® remains the flagship product for DBS' popular family of cranberry-based specialty ingredients. Market applications for PACran® include, but are not limited to, nutritional supplements and functional foods and beverages.

“Decas continues to invest heavily in clinical research for its products. This groundbreaking study proves that cranberry isn't solely for women's health anymore. As the only cranberry ingredient in the world clinically shown to support prostate health, PACran® will expand the global market for condition-specific cranberry ingredients beyond urinary tract health,” said Dan Souza, director of sales and marketing for DBS, “We look forward to working with our customers to introduce new prostate health products for consumers utilizing PACran®.”

About PACran®

PACran® is the world's first clinically supported and Proanthocyanidin (PAC) standardized cranberry powder. It is made from a proprietary formula of whole PAC-rich cranberries and has been clinically shown to support urinary tract health in women and prostate health in men. The unique formula of PACran® provides superior potency per PAC at a substantially lower cost per dose. PACran® is also the only cranberry product in the world with a government sanctioned health claim. The Korean Food and Drug Administration (KFDA) in 2009 reviewed the complete clinical dossier and awarded PACran® with a permissible urinary health claim.

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' 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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For additional information, please contact:

Dan Souza
Director of Sales and Marketing
Decas Botanical Synergies, LLC
508 866 8506
dsouza@decasbotanical.com