



DECAS BOTANICAL SYNERGIES

DECAS BOTANICAL SYNERGIES ANNOUNCES AVAILABILITY OF PACRAN™ SOFTCHEWS

Next Generation Cranberry Powder Now Available in Delicious and Enjoyable Form

CARVER, Massachusetts May 15, 2007 – Decas Botanical Synergies (DBS), a subsidiary of Decas Cranberry Products, Inc., today announced the availability of PACran™, next generation cranberry powder, in a softchew format. Each 5 gram softchew supplies the recommended daily dose of 500 mg of PACran and its active ingredient in a delicious and enjoyable form.

PACran™ is the first whole cranberry powder to be both clinically supported at a 500 mg daily dose and certified by Brunswick Laboratories to contain a minimum 1.5% cranberry proanthocyanidins (PACs). Brunswick Laboratories, the leading commercial laboratory specializing in the science of antioxidants, uses the published and USDA-recognized HPLC method for PAC certification.

Cranberries are widely known for their unique “anti-adhesion” activity that protects the body from harmful bacteria that cause urinary tract infections. This anti-adhesion activity is primarily due to a natural antioxidant compound in the fruit called PACs. According to the United States Department of Agriculture (USDA) Database for the Proanthocyanidin Content of Selected Foods, Cranberry PACs contain a unique A-type structure, while most other plants contain only the more common B-type PACs. It is cranberry’s A-type PACs that are responsible for the anti-adhesion mechanism of action.

“We are very pleased to offer this new delivery option for PACran™ and we understand the importance of taste when establishing consumer acceptance.” said Doug Klaiber, DBS chief operating officer. “PACran™ softchews offer another convenient means to obtain your recommended daily dose of cranberry and we expect strong customer demand both domestically and abroad.”

P.L. Thomas & Co., Inc., is DBS’ exclusive distributor and marketing partner for the U.S.A.

About Decas Botanical Synergies (DBS)

Headquartered in Carver, Massachusetts, Decas Botanical Synergies (DBS) is a subsidiary of Decas Cranberry Products, Inc., and 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.

About P.L. Thomas

P.L. Thomas, a New Jersey-based ingredient supplier, offers more than fifty years of innovation in securing reliable, high quality raw materials for the dietary supplement, food and functional food industries, specializing in clinically-supported branded ingredients, botanical extracts and water-soluble gums. www.plthomas.com

###

For additional information, please contact:

Douglas Klaiber
Chief Operating Officer
Decas Botanical Synergies
508-866-8506
dklaiber@decasbotanical.com

Paul Flowerman
President
PL Thomas & Co.
973-984-0900
paulan@plthomas.com