

EXTRAMEL® (BIONOV Sarl) receives the FROST & SULLIVAN 2008 EUROPEAN ANTI-STRESS PROMISING INGREDIENT OF THE YEAR AWARD



Avignon, 30, 07, 2008 - BIONOV, the french SME 's company specialized in melon natural ingredients, today announced that it has been chosen by **Frost & Sullivan** as the winner of the **2008 European Anti-Stress Promising Ingredient of the Year Award** for his head product EXTRAMEL®.

The Frost & Sullivan Award for Promising Ingredient of the Year is presented to the company that has demonstrated excellence in new ingredient development and launch within its industry. The recipient company has shown innovation by launching a broad line of emerging products and technologies.

The 2008 European Anti-Stress Promising Ingredient of the Year Award is presented to Bionov Sarl. for having introduced a potentially revolutionary new antioxidant ingredient in the market. The introduction of this ingredient comes as a result of over a decade of intensive research and development (R&D) activities by Bionov's scientists.

Bionov is a new dynamic entrant to the market of natural antioxidants that aims to develop and manufacture innovative and healthy ingredients from melons pulp.

EXTRAMEL® - Unique New Ingredient Carving out a Successful Niche

Bionov has invested extensively (over 10 per cent of its annual turnover year on year) in its research and this is apparent in the significant consortium of patents accumulated over a short span of time. The breadth of the company's intellectual property on melon extracts is impressive and continuously growing. Bionov currently owns 4 patents covering products in a range of applications such as

animal feed, beverages and cosmetics. The company has a highly trained team of researchers who work to ensure the safety and efficacy of the ingredients. In 2007 a double blind placebo controlled study was conducted by Bionov in collaboration with its marketing partner Seppic. Additionally the study was made objective by the inclusion of ISOCLIN or the National Institute for Clinical Researchers. Researchers from these three organisations worked on 70 healthy working people to ascertain the efficiency of EXTRAMEL® on perceived stress. It was observed that Extramel supplementation resulted in a significantly higher improvement on cognitive and corporal action, the main indicators of stress. Bionov is the exclusive owner of Extramel SOD ingredient range from melon extracts. Through these patents it has developed 100 per cent vegetarian coatings for specific formulations to be used in end products in applications such as beverages and functional foods. Following are a list of the various application ingredients under the EXTRAMEL ® range.

EXTRAMEL® microgranules : for nutraceutic use. The encapsulation of SOD is achieved with a food approved fat matter of vegetal origin. This product is suited for use in health food and dietary supplements.

EXTRAMEL® C: Extramel C, a part of the Extramel range has a special coating developed for use in the cosmetic industry. This ingredient possesses the ability of upstream entrapment of excessive free radicals

EXTRAMEL® D: In 2008, the company launched a new formulation catering to applications of functional beverages and dairy products. This new formulation is an encapsulated coating to ensure the use of Extramel in these new applications. The formulation is hydro-dispersible and stable in different pH and temperature conditions. These properties allow ease of use in beverage and dairy products.

Bionov has also introduced a formulation for the animal feed sector named Promutase™ 200 in 2006.

Strategic Alliance with SEPPIC

Bionov has allowed itself the luxury of concentrating on its core competency by forming effective alliances along the value chain. Through such alliances Bionov is able to develop unique ingredients, work towards claims and scientific backing and academic studies while allowing an international marketing organisation such as SEPPIC. Bionov established an alliance with Seppic, a subsidiary of Air Liquid International in 2003.

Extramel is marketed as part of Seppic's portfolio. This company has over 600 staff world-wide who aim to promote innovative biological products to various markets and applications such as cosmetics, , human health, animal health and nutrition. Such a partnership has proved to be a perceptive alliance putting both companies in a mutually advantageous situation. Seppic brings with it the advantage of a global portfolio of products, with established customers and an exclusive agreement to represent Bionov's products in the global market.

About Frost & Sullivan

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