

# NutraCea Forms Joint Ventures with HerbalScience to Develop Nutraceutical Extracts and Pharmaceutical Chemistries from Stabilized Rice Bran

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NutraCea, a world leader in stabilized rice bran (SRB), nutrient research and technology, announced today that it has formed two joint ventures with HerbalScience Singapore Ltd Pte, a company that produces standardized botanical extracts for functional food and nutraceutical uses, and identifies novel chemistries for drug development through the application of its proprietary platform technology. The parties will establish two companies, one for nutraceutical products and functional food ingredient development from SRB and one for drug discovery from SRB.

Under the terms of the agreements, NutraCea will have an 80% interest in Rice Science, a newly formed limited liability company that will develop certain extracts targeted for specific health conditions. Rice Science has identified three specific areas of health that it will pursue: Diabetes, Arthritis and Immunity. The second newly formed company, Rice Rx, will be a limited liability company owned 50/50 by HerbalScience and NutraCea. It will advance drug discovery from SRB for licensing to life science and pharmaceutical companies.

Brad Edson, Chief Executive Officer of NutraCea commented, "Our ongoing clinical research continues to validate our beliefs regarding the inherent value of our proprietary products for various applications related to certain disease specific states such as joint health, immune response, diabetes, cardiovascular disease and more. We know that stabilized rice bran contains a rich bounty of natural compounds at therapeutic levels. We believe by isolating these specific elements, we can create quantifiable isolates that have the potential to be measurably effective in dealing with some of the most serious health threats that we face today. Additionally, many botanicals have been the basis for pharmaceutical drugs."

Robert Gow, Chairman and CEO of HerbalScience said, "We are pleased to partner with the world leader in stabilized rice bran technologies. Together with NutraCea, we feel we can develop proprietary and efficacious extracts from their stabilized rice bran that have clearly defined health and wellness benefits for use in foods and consumer products, and identify patentable chemistries that have the potential to be turned into drugs for the pharmaceutical industry."

## About HerbalScience

HerbalScience is a privately-held life sciences company with offices in the United States and Singapore. HerbalScience is engaged in the discovery, development, manufacture, and marketing of proprietary botanical compounds for human health and wellness in the U.S. and international markets. The company has entered into development partnerships with major pharmaceutical and consumer products companies around the world. Utilizing its technology platform, HerbalScience develops highly effective botanical-based products that have been commercialized in North America, Europe and Asia. For more information, contact Dr. Robert Smith, Director of Market Development, at [rdsmith@herbalsciencegroup.com](mailto:rdsmith@herbalsciencegroup.com) or visit HerbalScience at <http://www.herbalsciencegroup.com>.

## About NutraCea

NutraCea is a leader in stabilized rice bran nutrient research and dietary supplement development. Through its wholly owned subsidiary RiceX, the company manufactures as well as distributes products and food ingredients made from Rice Bran through its proprietary technology and processes. The Company has developed intellectual properties to create a range of proprietary product formulations, delivery systems and whole food nutrition products. NutraCea's proprietary technology enables the creation of food and nutrition products from rice bran, normally a wasted by-product of standard rice processing. In addition to its whole foods products, NutraCea develops families of health-promoting "nutraceuticals," including natural arthritic relief and cholesterol-lowering products. More information can be found in the company's filings with the SEC and you can visit the NutraCea web site <http://www.NutraCea.com>