

China: Bright Foods Group Forms Strategic Partnership with HerbalScience to Produce a Line of Premium Natural Foods That Promote and Preserve Health in China

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Shanghai, Jan. 26 - Bright Foods Group Company Limited, China's largest Food and Consumer Products group, today announced a strategic partnership with HerbalScience Singapore Pte. Ltd., leading developer of herbal extracts and food ingredient technology, to produce a new line of premium "super-enriched" 100% natural foods designed to promote the health of Chinese and foreign consumers. In its new portfolio of highly- nutritious health foods, Bright Foods' first product is White Rabbit Health Berry containing ViraBloc(TM), the HerbalScience scientifically derived Elder Berry food concentrate proven by leading US researchers as a safe and effective prevention for influenza and Bird Flu. The White Rabbit Health Berry with ViraBloc will be sold in Shanghai First Food Stores.

"Our intention is to deliver to consumers in China and worldwide, superior healthy food products that are scientifically enriched and 100% natural with significantly increased nutritional value to effectively promote overall good health," says Bright Foods Group Chairman Wang Zong Nan. "Since Influenza and Bird Flu in particular present worldwide health threats, we brought to market our first White Rabbit health food product with the highly effective antifu nutrients of the HerbalScience ViraBloc(TM) concentrate as a preventative geared toward these illnesses." Bright Foods Group Executive Vice President Ge Jun Jie added: "Bright's strategy is to nutritionally enhance several of our existing packaged foods with the new technology's highly concentrated nutrients to become the leading manufacturer of premium, 100% natural health food products."

The science based HerbalScience ViraBloc(TM) Elder Berry has been rigorously tested by a leading team of United States and Singapore-based scientists including virologists, microbiologists and biochemists. Virabloc has been proven to work in the body by coating the flu virus thereby inhibiting the virus from entering into animal and human cells and effectively blocking it from reproducing in the body.

"Not only can the HerbalScience technology concentrate the food's nutrients, which are the bioactive nutrient substances proven to have a beneficial effect on human health," added Robert T. Gow, HerbalScience's founder and Chairman, "but our technology can also, for the first time, create superior health foods in a consistent quality with a reliable content of the important nutrients in each food serving -- a crucial factor for their use in reliably and effectively promoting health."

In addition to its new ViraBloc to shield against flu, the Bright and HerbalScience partnership is developing additional proprietary food nutrients for a variety of other major world health problems, including Arthritis, Type II Diabetes, and Alzheimer's disease. HerbalScience will work closely with Bright Foods Group to launch health food products addressing these health issues during the next 12 months.