

FOR IMMEDIATE RELEASE

VIDAZORB™ FEATURED ON NATIONALLY SYNDICATED PBS SERIES 'HEALING QUEST'

Probiotics to Be Highlighted on Leading Broadcast Television Series On Integrative Health

Beltsville, MD, March 2009: Little Calumet Holdings, LLC, an innovator in probiotic formulations and creators of Vidazorb™, will be featured on Healing Quest, the only weekly national TV series focused entirely on integrative and natural health. The segment 'Digestive Health for Kids' will take an in-depth look at probiotics and their implications for children's wellness, and will air nationally on PBS in early April 2009. The program will feature interviews with leading pediatricians and integrated health practitioners regarding the use of probiotics in treating young patients.

"Healing Quest is the perfect program in which to communicate the intricate workings of probiotics in the body to achieve maximum wellness, especially for children," said E. Frank Hodal, Jr, founder and CEO, Little Calumet Holdings, LLC and makers of Vidazorb™. "We are honored to be part of such high quality programming."

The segment will premier on April 12, 2009 on WLIW-TV in New York City. Other major PBS stations to run the segment include KVCR-TV in Los Angeles, KQED-TV in San Francisco, KBTC-TV in Seattle-Tacoma and WHYY-TV in Philadelphia. A full list of airdates is available upon request. The segment will also be available online.

Healing Quest is co-hosted by Olivia Newton-John and Deepak Chopra is a regular contributor. The show features other integrative medicine experts like Andrew Weil, Joan Borysenko and Dr. Mehmet Oz. The series, now entering its fourth season on PBS, is recognized as a pre-eminent source of information for the growing number of people who seek authentic and authoritative information on integrative health and well-being, across physical, nutritional, emotional and spiritual dimensions. The show is produced by Lightbridge Media, a cross-media and lifestyle company founded by media veterans Roy Walkenhorst and Judy Brooks.

In addition to appearing on Healing Quest, Vidazorb™ has developed a comprehensive corporate video that explains in depth its unique company history and mission. Together with the company's family of websites and numerous informational materials regarding probiotics, Vidazorb™ is committed to providing educational resources regarding probiotics and wellness.

About Vidazorb™

Vidazorb™ represents the development of superior shelf-stable, chewable probiotic formulations to provide essential support for core health needs. Research and development, together with a commitment to quality and efficacy, defines Vidazorb™ as a brand of integrity and excellence. For more information, visit www.Vidazorb.com.

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For more information, or to arrange an interview with a company spokesperson, please contact Tamara York at ADinfinitem, 212-693-2150 Ext. 314, email tamara@adinfinitemny.com.