

FOR IMMEDIATE RELEASE**VIDAZORB™ BRAND OF CHEWABLE, NON-REFRIGERATED PROBIOTIC SUPPLEMENTS ENTERS THE PUERTO RICAN MARKETPLACE**

Beltsville, MD, February 2009: Vidazorb™, an innovative brand of patent-pending chewable, non-refrigerated probiotic supplements, has entered the Puerto Rican marketplace in full force. In addition to being sold in the U.S. and online at www.vidazorb.com, Vidazorb™ is now being carried in health food stores across Puerto Rico and distributed widely in the region.

This month, the company participated in the Expo Calidad de Vida, Puerto Rico's largest healthy living expo. More than 8,000 people attended the event, which drew both consumers and professionals interested in products that promote natural health and wellness. In addition, Vidazorb™ had a strong presence at the Puerto Rico Best Life Show last year.

Vidazorb™ is supporting education on probiotics in these markets by providing information in both Spanish and English. The company will also launch a Spanish language website to keep consumers informed about new products, promotions and store locations. Extensive advertising, retail support and consumer outreach will also help to establish Vidazorb™ as convenient, travel-ready probiotic supplements perfect for any consumer.

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 or Mary Hilton, 212-693-2150 Ext. 311, email mary@adinfinitemny.com.