

**FOR IMMEDIATE RELEASE****GIVE CHILDREN'S DIGESTIVE HEALTH A BOOST WITH  
DELICIOUS VIDAZORB™ BELLY BOOST PROBIOTIC SUPPLEMENT*****Educational, Interactive Zorbee™ Character Makes Digestive Health Kid-Friendly***

**Beltsville, MD, July 2008** - As part of its unique and effective line of Vidazorb™ probiotic supplements, Little Calumet Holdings, LLC is offering Belly Boost - tasty chewable tablets for children.

Vidazorb™ Belly Boost is a probiotic supplement specially formulated to help maintain healthy digestion in children ages four and up. The wild berry flavor of Belly Boost and its Zorbee™ character shape make it fun and delicious for children. Belly Boost uses only Chr. Hansen's clinically substantiated probiotics: Probio-Tec® *Bifidobacterium*, BB-12® and *S. thermophilus* TH-4™. Belly Boost requires no refrigeration, offering parents a convenient, easily portable probiotic supplement that their children will love. The entire patent pending line of Vidazorb™ probiotic supplements from Little Calumet Holdings, LLC have at least a two-year shelf life and are designed to enhance nutrient absorption while supporting the body's immune system.

"It is a daily challenge to protect and preserve our children's health and to bolster their immune systems," says E. Frank Hodal, Jr., Founder and CEO, Little Calumet Holdings, LLC. "Powerful antibiotics, childhood illness, secondhand cigarette smoke, stress and modern food production are just a few of the culprits."

Probiotics are desirable microorganisms that, when ingested in adequate amounts, have repeatedly been found to aid good health in children and adults. Maintaining optimal levels of beneficial microflora in our digestive systems can be challenging given children's sometimes 'picky' eating habits. But Vidazorb™ Belly Boost makes probiotics fun and effective by providing a robust combination of bacterial strains to boost the immune system in a great tasting, chewable form. The Zorbee™ character is an engaging, 'good,' cartoon bug that educates and excites children about digestive health through a computer game, coloring exercises and downloadable buddy icons. More information can be found through the Zorbee™ Web site at [www.zorbee.com](http://www.zorbee.com).

With a major commitment to children's health and education, the goal with Vidazorb™ Belly Boost is to utilize the most effective bacterial strains available to maintain gastrointestinal health while

also offering a fun and delicious way to keep the 'bad bugs' in check.

Normally, the gastrointestinal tract is populated with beneficial bacteria during the birth process and through breastfeeding, but this natural process can be disrupted. Caesarian birth and bottle feeding, according to experts, can often result in inadequate microflora in the infant gut. This can compromise a child's immune system, leaving the child vulnerable to allergies and gastrointestinal maladies<sup>1</sup>. But the good news is that scientific research points to probiotics bringing significant improvement to the health of children. Probiotics have been found especially effective when dealing with children's viral and antibiotic-associated diarrhea. Studies are underway to determine if probiotics also might be helpful in preventing asthma in children, and recent reports indicate they are an effective treatment for a number of allergies.

With a strong commitment to quality and scientific validity, Vidazorb™ products benefit from seven years of meticulous product development; Chr. Hansen's clinically substantiated Probio-Tec® probiotic strains are used exclusively. Vidazorb™ Belly Boost is developed with children in mind. Additional proprietary formulations, including Vidazorb™ Daily, Vidazorb™ Plus, Vidazorb™ +OPC , and Vidazorb™ SuperC, are useful for adults and the elderly for maintaining optimal levels of beneficial microflora. All Vidazorb™ products are stability tested at independent labs.

#### About Vidazorb™

Vidazorb™ specializes in 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](http://www.Vidazorb.com). For engaging, kid-friendly probiotic information, visit [www.Zorbee.com](http://www.Zorbee.com). To learn more about the importance of, and science supporting, probiotics, visit [www.YouAreWhatYouAbsorb.com](http://www.YouAreWhatYouAbsorb.com).

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<sup>1</sup>The intestine and its microflora are partners for the protection of the host: report on the Danone Symposium "The Intelligent Intestine," held in Paris, June 14, 2002 Pierre Bourlioux, Berthold Koletzko, Francisco Guarner, and Veronique Braesco American Journal of Clinical Nutrition, Oct 2003; 78: 675 - 683.