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Probi's dietary supplement Lp299v for gut health to be launched in the US Health Food channel by Jarrow Formulas

Probi's partner Institut Rosell have awarded nutritional supplement company Jarrow Formulas exclusive rights to sell a dietary supplement based on Probi's bacteria, Lp299v in the Health Food channel in the US. The product will be launched in the first quarter of 2010.

Probi's probiotic bacteria Lp299v has been shown in clinical trials to help people suffering from symptoms associated with Irritable Bowel Syndrome (IBS), which include diarrhea, constipation, abdominal cramps and bloating. IBS affects up to 55 million Americans and mostly women.

"The agreement with Jarrow Formulas is another important step in our company's strategy to make Lp299v available on a global scale," says Michael Oredsson, CEO at Probi.

"The US is an important and growing market for probiotic dietary supplements. We are very pleased to launch Lp299v in the U.S. health food channel. Jarrow Formulas is one of the leading players in the probiotic category. Jarrow's mission is to promote optimal health with high quality, effective, affordable and 'cutting edge' formulations, which are based on sound scientific research. This philosophy is in line with the high quality of Lp299v."

Dietary supplements that contain Probi's probiotics are now sold or are in the process of being launched in more than 30 countries worldwide.

"We will continue to work both independently and together with Institut Rosell to further expand distribution and sales of dietary supplements based on Lp299v", says Oredsson.

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About Probi

Probi is a leading player in probiotics research and the development of efficient and well-documented probiotics. The research areas include: gastrointestinal tracts, immune system, metabolic syndrome and stress and recovery. Probi's customers are leading companies in the functional foods and dietary supplement business areas. Total income for 2008 was MSEK 69.4, of which the majority represented royalties. Probi's share is listed on the Nasdaq OMX Stockholm, Small Cap. Probi has approximately 4,500 shareholders. Read more on: www.probi.se

About Institut Rosell

Institut Rosell is a French Canadian company specializing in the selection, development, production and marketing of probiotic formulations for human nutrition and health. Expert in live microorganisms since 1934, Institut Rosell undertakes ambitious research programs so as to better understand the properties, modes of action and beneficial effects on health of these probiotic formulations. Institut Rosell is part of the Lallemand Group, a privately owned company with head offices in Montreal, Canada, and Toulouse, France, and production facilities in various countries around the world. For more information, please visit www.institut-rosell.com or contact human@lallemand.com

About Jarrow Formulas

Jarrow Formulas is a nutritional supplement formulator and marketer founded in 1977 and incorporated in 1988. The company markets its products throughout the United States and internationally in more than 20 countries in Europe, Asia, Israel and Latin America. The company offers a complete line of nutritional products that includes vitamins, minerals, probiotics, standardized herbal concentrates, amino acids, enzymes and enteral nutrition formulations. Jarrow Formulas, Inc. is active in regulatory affairs, helping to maintain American's rights to free access to dietary supplements. Its products are manufactured by Jarrow Industries Incorporated, a pharmaceutical quality facility located in Santa Fe Springs, CA. For more information, contact Mark Becker, Director, Advertising/Communications toll free at (800) 726-0886 or access the Jarrow Formulas Web site at www.Jarrow.com