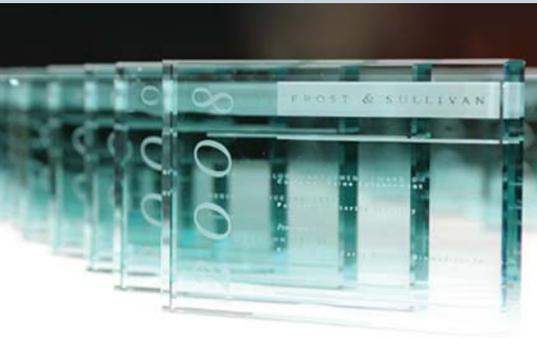




SourceOne Global Partners: Recipient of the
2008 United States Heart-Health Supplements
Product Innovation of the Year Award



"We accelerate growth."

2008 United States Heart-Health Supplements Product Innovation of the Year Award Award Recipient: SourceOne Global Partners

Award Description

The Frost & Sullivan Award for Product Innovation is presented each year to the company that has best demonstrated the ability to develop and/or advance products with more innovative capabilities than competing vendors and products. This Award recognizes the company's successful adoption of new or existing technology that has become a part of its well-designed product family. Such innovation is expected to significantly contribute to the industry in terms of product performance and degree/rate of technical change.

Research Methodology

To choose a recipient of this Award, the analyst team tracks all new product launches, product differentiation strategies, R&D spending, products in development, and new product features and modifications. This is accomplished through interviews with the market participants and extensive secondary and technology research. The data compiled through this research is analyzed based upon specific measurement criteria for this Award. Participants are then ranked with respect to the measurement criteria. Frost & Sullivan then presents the Award to the company that received the number one rank.

Measurement Criteria

In addition to the methodology described above, there are specific criteria used to determine final competitor rankings in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Significance of new product(s) in its industry
- Competitive advantage of new product(s) in its industry
- Degree of differentiation innovation compared to other market participants
- Benefits to end-users due to product differentiation
- Effect of product differentiation on ease of adaptability for new end-user applications
- Product innovation in terms of unique or revolutionary technology
- Product acceptance in the marketplace
- New product value-added services provided to customers
- Number of competitors with similar product(s)



The 2008 Frost & Sullivan Award for Product Innovation of the Year is presented to SourceOne Global Partners in the U.S. Heart Health Supplements Market. SourceOne Global Partners was founded in 2003 with the aim of helping brand manufacturers and marketers introduce science-based, branded health and food supplements. Since then, SourceOne has established alliances with leading nutritional research companies around the world, encompassing the development of strategic marketing plans and leveraging cross-market segment synergies, as well as providing sales and marketing services to leading manufacturers of nutritional ingredients.

Market Overview

Cardiovascular disease (CVD) is the single largest cause of deaths due to disease in America, according to the American Heart Association's Heart Disease and Stroke Statistics. Cardiovascular diseases include coronary heart

disease (heart attack and angina), high blood pressure, congestive heart failure, stroke, and congenital heart defects. While coronary heart disease accounts for one in five women's deaths in America, stroke is the third leading cause of death in the United States. Some factors that increase the chances of developing these diseases are obesity, smoking and diabetes. About 33 percent of the deaths caused due to smoking are cardiovascular related.

There is a growing shift in consumer preferences towards preventive health care. Consumers are more aware of the benefits a healthy diet can provide and would prefer to incorporate this into their lifestyles, rather than opting for traditional approaches to treatment like drugs and surgery. This is due to the exceptionally higher costs and unfavorable side effects of such medical options. As a result of this, both the nutritional supplement and functional food areas have been experiencing exceptional growth. Ingredients that support various health benefits are supplied both to the supplement industry and the food and beverage industry. These could range from heart health to bone health, and gut health to cognitive health. For heart health alone, there are numerous manufacturers of ingredients that are beneficial in this area. Some of the more popular ingredients in this market are Phytosterols, Omega-3 Essential Fatty Acids (EFAs), Coenzyme Q10, and Soluble Fiber.

Award Categories & Relevance

The market for heart-healthy ingredients and supplements is huge. There are numerous products available in the marketplace which claim a heart-health benefit in one form or the other. There are also various supplement manufacturers who market heart-health products combining different heart-health ingredients. While plenty of research is being carried out on various combinations of ingredients, a major challenge manufacturers/marketers have is that of launching a product that has a scientifically- validated combination of ingredients. In order to be able to overcome this challenge, manufacturers must develop strong research and development expertise, while maintaining consistent quality, reliability and service levels. Market participants who do succeed in tying together elements such as scientific support, research and identifying market needs in the development of a product, deserve recognition.

Cholesstrinol™ - An Innovative Family of Products

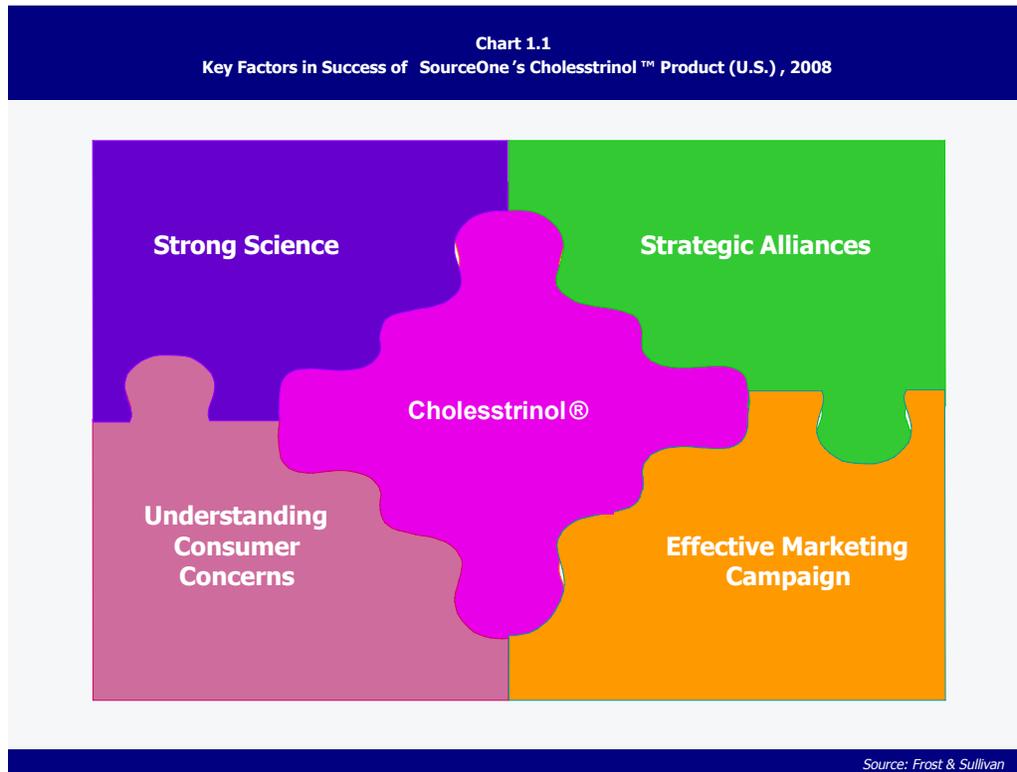
SourceOne developed a competitive platform, branded Cholesstrinol™, for its multiple proprietary heart healthy combinations. This award-winning platform of proprietary heart healthy formulas tells a powerful brand story. It pulls together the detailed scientific data in an easy-to-understand package for the consumer reducing, if not eliminating, the need for laborious guesswork or research on their part. Branding these combinations under one name - Cholesstrinol™ - is designed to leverage their scientific foundation. It is a widely scoped and all-encompassing platform that provides numerous targeted and customized solutions for consumers with specific cardiovascular concerns.

Jesse Lopez, CEO and President of SourceOne, noted that Cholesstrinol™ includes exclusive formulas taken directly from the proprietary and synergistic ingredients

PMF-source™ Citrus Flavonoids and TocoSource® Palm Tocotrienols. These are the same key ingredients used in Sytrinol®, and the same ingredients used in the published studies. Most importantly, these are new formulations with better properties that more comprehensively support heart health naturally. The Cholesstrinol™ family of formulas also includes compelling combinations of OmegaChoice™ Marine Concentrated Omega-3 Essential Fatty Acids, CoQsource® Bio-Enhanced Coenzyme Q10, SterolSource® Phytosterols, and more.

These are the most comprehensive, natural source, clinically proven "heart synergy" formulas available.

Chart 1.1 shows the key factors leading to the success of Cholesstrinol™.



Strong Science

Every product under the Cholesstrinol™ umbrella is supported by a strong platform of clinical evidence demonstrating the conclusive ability to deliver a desirable range of heart-healthy benefits. These attributes may include significantly improving healthy total cholesterol and triglyceride levels, as well as healthy LDL, VLDL, and HDL cholesterol levels, providing powerful antioxidant effects, promoting the body's natural anti-inflammatory response, and supporting healthy blood pressure and glucose levels.

The benefits of the ingredients in the Cholesstrinol™ family of formulas have been validated in hundreds, and in some cases thousands, of clinical studies. Some products claim to be "clinically proven"; however, the ingredients used in the trial are not available to the consumer. Furthermore, too often the effective dose used in the clinical trials is not the same dosage found in supplements on retail shelves. SourceOne provides a consistent and reliable supply of the science-based ingredients that make up our Cholesstrinol™ family of formulas - the same ingredients at the same effective dose used in the clinical trials.

Most recently, *Alternative Therapies in Health and Medicine* published the results of a study that combined SourceOne's proprietary formula of TocoSource® Palm Tocotrienols and PMF-source™ Citrus Flavonoids. This 12-week double-blind, placebo-controlled protocol resulted in significant improvements in total cholesterol (-30%), LDL (-27%), and triglycerides (-34%), compared to placebo. In addition, HDL levels increased 4%, resulting in a significant 29% improvement in the LDL: HDL ratio.

Both flavonoids and tocotrienols have been shown to have beneficial effects on cardio-vascular health. However, for the first time, the combination of these ingredients has been shown to have a synergistic effect on cholesterol levels. SourceOne funded these studies, published in 2007. SourceOne Chief Scientific Consultant, Dr. Xian Liu, is the lead author of this study in the peer reviewed journal.

TocoSource® Palm Tocotrienols

Tocotrienols are part of the Vitamin E family and are usually extracted from palm fruits. Tocotrienols have always

been known to have antioxidant and heart-health benefits in terms of controlling inflammatory responses, inhibiting HMG-CoA reductase, and degrading the ability to produce cholesterol.

PMF-source™ Citrus Flavonoids

Polymethoxylated flavones are an extremely potent class of citrus flavonoids that have been shown to have heart-health benefits over twenty five years of documented research. Two of the key polymethoxylated flavones that are present in this exclusive SourceOne combination are tangeretin and nobletin.

OmegaChoice™ Marine Concentrated Omega-3 EFAs

OmegaChoice™ Triglycerides (TG) and Ethyl Esters (EE) can be delivered in various ratios of EPA and DHA depending on customer needs. Produced in a GMP facility in Cincinnati, OH to pharmaceutical grade quality standards, OmegaChoice™ TG has GRAS status and contains the highest percent EPA and DHA as a complete triglyceride that is currently available in the global marketplace.

CoQsource® Bio-Enhanced Coenzyme Q10

CoQsource® - featuring the VESIsorb® naturally self-assembling association colloidal delivery system - represents a unique and patented solution for improving CoQ10 absorption in either the ubiquinol or ubiquinone form. The patented VESIsorb® delivery system has been clinically proven to increase absorption of medical, nutraceutical, food, beverage, and cosmetic ingredients.

SterolSource® Phytosterols

Phytosterols like SterolSource® Phytosterols are all natural plant derived, clinically proven and safe cholesterol lowering ingredients. Clinical studies show that phytosterols lower Total and LDL cholesterol by blocking the absorption of cholesterol from food into the body. The Food and Drug Administration (FDA) has concluded that products containing at least 0.4g of free plant sterol eaten twice a day with meals for a daily total intake of at least 0.8g as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease.

Cholesstrinol™ "PS" relates to the two sources of cholesterol - the first is food and the second is your body. PMF-source™ Citrus Flavonoids and TocoSource® Palm Tocotrienols deal with cholesterol produced by your body, based upon family history. SterolSource® phytosterols deal with the cholesterol from the foods we eat. The two sources of cholesterol are at the heart of this award winning combination, branded and trademarked Cholesstrinol™ "PS".

Synergistic Effects

Clinical Trials

- The first trial was conducted with 60 adults ingesting 300mg of the combination of TocoSource® and PMF-source™ daily over a period of four weeks. Results showed that the product was effective, decreasing total cholesterol by as much as 25%, LDL cholesterol by 19%, and triglycerides by 24%.
- The second trial was conducted on 10 adults with elevated levels of cholesterol. The subjects were shown to benefit after just 4 weeks of treatment with 300mg, exhibiting reductions in plasma total cholesterol (20%), LDL (22%), and apolipoprotein B (21%).
- The third clinical trial was recently completed and was a 12-week placebo-controlled study involving 120 adults with moderately elevated cholesterol levels. Subjects who ingested this combination were shown to have decreased levels of total cholesterol (30%), LDL cholesterol (27%) and total triglycerides (34%) compared to placebo subjects. HDL levels also increased in these subjects by 4%.

Results

Over multiple trials, Cholesstrinol™, which combines TocoSource® and PMF-source™, has been shown to have beneficial effects on heart health, reducing total cholesterol levels by an average of 25%, total LDL cholesterol by an average of 23%, and total triglycerides by an average of 28%, with no adverse effects on the subjects. In the current research-driven supplement industry, these results are expected to play an important role in establishing Cholesstrinol's™ efficacy among consumers.

Additional Benefits

Apart from its cardiovascular health benefits, SourceOne's Cholesstrinol™ family of formulas varies in the heart health benefits depending on the combination of ingredients used in the formulas. These benefits include: improving healthy total cholesterol and triglyceride levels, as well as healthy LDL, VLDL, and HDL cholesterol levels; providing powerful antioxidant effects; promoting the body's natural anti-inflammatory response; supporting healthy blood pressure and glucose levels; promoting healthy glycemic control; supporting improved elasticity of coronary arteries; supporting healthy joints and flexibility; promoting healthy brain function and neurotransmission in the brain; and promoting healthy anti-aging effects.

Understanding Consumer Concerns

Dosage Levels

SourceOne markets Cholesstrinol™ products and formulas at the same dosage levels that were used in studies, so that consumers can be assured of the reported benefits.

Convenience for the Consumer

Cholesstrinol™ products and formulas can be consumed in capsule, softgel and tablet forms.

Strategic Alliances

SourceOne has formed exclusive alliances with global leaders in the areas of scientific research, product development, and innovative patented technologies. Recent examples are Vesifact AG, Baar, Switzerland, Twin Rivers Technologies (TRT), Quincy, Massachusetts, and Nutri Pharmaceuticals Research, Inc. (NPRI), Las Vegas, NV.

SourceOne has partnered with Vesifact AG of Switzerland in a move designed to introduce Cholesstrinol™ products in the U.S. market with increased absorption levels using Vesifact's revolutionary delivery forms, such as the patented VESIsorb® naturally self-assembling association colloidal delivery system. Vesifact is a spin-off from the Swiss Federal Institute of Technology, Zurich (ETH Zurich). Vesifact was founded in 1987 by Hans Georg Weder, PhD., Professor of Pharmaceutical Chemistry and Physical Pharmacy at the ETH Zurich from 1976 to 1993. The VESIsorb® technology has allowed SourceOne to introduce bio-enhanced ingredients and proprietary formulas containing CoQsource® Coenzyme Q10, PMF-source™ Citrus Bioflavonoids, OmegaChoice™ Concentrated Omega-3 EFAs, TocoSource® Palm Tocotrienols, and more. Using this *naturally self-assembling association colloidal delivery system*, SourceOne can meet the growing demand for enhanced bioavailability of these unique science-based ingredients and proprietary formulas, taking their absorption and efficacy to the next level.

By effectively using all the members of the Cholesstrinol™ family and highlighting Vesifact's application technology by increasing absorption levels, SourceOne's message is clear: "*Less is more.*"™ The consumer needs less to achieve more.

SourceOne formed a strategic alliance with TRT and serves as the exclusive marketing partner, building and managing a strategic marketing and distribution infrastructure that delivers market access for TRT's U.S.-produced Omega-3 EFA concentrates in the nutritional supplement market.

TRT focuses on Omega-3s in the natural triglyceride form, which is the form of Omega-3 fatty acids naturally found in the food we eat. Produced in a Good Manufacturing Practice (cGMP) facility in Cincinnati, OH to pharmaceutical grade quality standards, TRT's OmegaChoice™ Concentrated Omega-3 EFAs are GRAS status and contain the highest percent EPA and DHA as a triglyceride that is currently available in the global marketplace. *Higher purity and better stability with less odor and fishy taste afford broader applications, consumer appeal, and ultimately consumption.*

SourceOne partnered with NPRI to develop oil-to-powder forms of SourceOne's proprietary ingredients and formulas that will broaden their applications in the nutritional supplement, food, and beverage markets.

NPRI's patent-pending O2P™ technology allows SourceOne to offer ingredients like CoQsource® Coenzyme Q10 and OmegaChoice™ Concentrated Omega-3 EFAs in free-flowing powders that broaden their applications. O2P also

allows SourceOne to offer these ingredients (alone or in combination) in the VESIsorb® naturally self-assembling association colloidal delivery system that transforms them to become water soluble with dramatically improved absorption. These applications include two-piece powder-filled hard caps and veggicaps, as well as instant powder applications that include beverage powder sachets, meal replacement shakes, protein shakes, and more.

These ingredients and formulas will be converted to powders using NPRI's patent-pending O2P™ oil-to-powder technology. O2P™ is a process that converts oils, gels, extracts, pastes and other liquid compounds into free-flowing powders without incurring the oxidative effects of heat and oxygen inherent in typical drying processes. This technology does not alter the base characteristics of odor, taste, color or composition of active ingredients, and offers flexibility in concentration levels and choice of carrier matrixes compatible with a product's formulation versus other powderization technologies.

The relationships that SourceOne has formed with its global partners are highly complimentary. The synergies created by these partnerships are directly and immediately applicable to SourceOne ingredients and formulas in various forms and concentrations. The many benefits obtained from these innovations combined with the IP technology exchange within the SourceOne 'global partner' network, will resonate with its client partners and ultimately, the medical community and consumers focused on health and wellness.

Effective Marketing Campaign

In today's marketplace, the importance of creating consumer awareness while building a brand is an increasingly visible requirement. SourceOne has recognized this and has implemented the Cholesstrinol™ Marketing Campaign and Consumer Education Program, which aims to spread the message of Cholesstrinol™ products' and formulas' benefits across radio, print and television media throughout the United States. The campaign has been estimated to have reached approximately 35 million potential consumers across the United States already, using targeted print journals, radio health stations and television health and news shows. This targeted media blitz is expected to have increased the visibility of the Cholesstrinol™ brand.

Conclusion

SourceOne has followed a methodical approach in readying Cholesstrinol™ products and formulas for the marketplace. From establishing conclusive scientific evidence for its benefits to developing a specific and targeted media awareness campaign, SourceOne has displayed commendable understanding of the competitive factors in the nutritional ingredient marketplace. Frost & Sullivan thus presents the 2008 Frost & Sullivan Award for Product Innovation in the U.S. Heart-Health Supplements Market to SourceOne Global Partners.

About Frost & Sullivan

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