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For Immediate Release

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SourceOne Launches Patented Cholestrinol™ HP & HPe Double-Strength Heart Health Formulas

New maximum potency and purity delivers more with less

CHICAGO, IL – SourceOne® Global Partners LLC (“SourceOne”), a leading provider of health and wellness solutions created through scientific research and innovative product development, has announced the launch of two new patented Cholestrinol formulations: Cholestrinol HP and Cholestrinol HPe.

According to Jesse Lopez, founder and CEO of SourceOne, the company has more than doubled the potency of PMF-Source® citrus polymethoxylated flavones (PMFs) and TocoSource® palm tocotrienols while delivering a broader flavonoid profile in both formulas. "We have taken a quantum leap from the original formula to Cholestrinol HP and Cholestrinol HPe," he says.

Alternative Therapies in Health and Medicine (November/December, 2007, Vol. 13, No. 6) published the results of several studies that combined PMF-source® and TocoSource® palm tocotrienols branded Sytrinol® that was manufactured and distributed by SourceOne from 2003-2008. The largest study, a 12-week double-blind, placebo-controlled protocol with 120 subjects, 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.

SourceOne is able to offer the industry super-concentrated citrus PMFs and lemon flavonoid concentrates through an exclusive joint venture partnership with Ingredients by Nature (IBN), Montclair, CA, a leading company with over 80 years of extraction and analytical experience and expertise.

Rob Brewster, President of Ingredients by Nature, explains, "Through our advanced extract and concentration technologies we have super concentrated the standardized citrus flavonoid complexes found in Cholestrinol beyond levels ever conceived. Additionally, commercial quantities of high-purity eriocitrin complexes have never been available until we developed breakthrough techniques for isolating and concentrating these lemon-derived flavonoids."

Cholestrinol HPe features the addition of standardized levels of eriocitrin, a powerful flavonoid found in lemon (*Citrus limon*) extract. Eriocitrin has been shown to support the body's natural anti-inflammatory responses. "In fact, we have evidence that our proprietary eriocitrin

complexes, which also contain its aglycone eriodyctyol, has more inflammation suppression than quercetin, a flavonoid widely used in the industry as a standard for measuring anti-inflammatory effect in cell line culture studies. "This is a critical feature for modern heart-health formulas, as inflammation is noted as a silent factor in adverse cardiovascular events," Brewster emphasizes.

According to Lopez, this advancement in concentration and purity allows SourceOne's clients and marketing partners to be able to effectively reduce capsule size, reduce costs, increase formulation options and broaden product applications. Further, both Cholesstrinol HP and Cholesstrinol HPe may feature the patented VESIsorb delivery system to further improve absorption and bioavailability.

"Our next-generation Cholesstrinol provides consumers what they seek -- smaller, easier-to-swallow dosages, a broader range of heart-healthy formulations and superior bio-availability through the VESIsorb system," Lopez explains. "Further, our portfolio of patents and growing body of scientific evidence supporting the heart health benefits has already attracted recommendations from cardiologists who are increasingly suggesting supplements."

He adds, "We will continue to advance the clinical evidence, building on the scientific basis for these natural polymethoxylated flavone (PMF) palm tocotrienol and limonoid ingredients while educating consumers and building global awareness of the many benefits of supplementation with one of our patented Cholesstrinol formulas."

About SourceOne™ Global Partners

SourceOne Global Partners, headquartered in Chicago, IL, is a leading provider of health and wellness solutions, created through scientific research and innovative product development. The Company's focus is on clinically proven formulations, combined with technologically-advanced and patented delivery systems with applications in nutritional supplements, functional food and beverage, medical food, and personal care markets. The formulations are bundled in easily identifiable platforms that address condition-specific, consumer health concerns.

SourceOne is recognized as a frontrunner in delivering the best science nature has to offer through health solutions like the award-winning Cholesstrinol™ Family of Heart Healthy Formulas; Omega Choice® Concentrated Omega-3 EPA/DHA fish oil; CoQsource® and CoQsource® QH Ubiquinol Bio-Enhanced Coenzyme Q10; AlivEL®100 Eurycoma longifolia; and SterolSource® Phytosterols. The Company's product line, which continues to expand, also includes TocoSource® Palm Tocotrienols; GammaSource® Mixed Tocopherols; PMF-source® Citrus Flavonoids (PMF); and much more.

The SourceOne network of research and technology partners encompasses collaborations with Vesifact AG (Baar, Switzerland), Virun (Walnut, California), and Ingredients By Nature (Montclair, CA). Additional information about SourceOne Global Partners can be found at <http://www.source-1-global.com/>.

About Ingredients By Nature

Ingredients By Nature (IBN), headquartered in Montclaire, CA, is a leading manufacturer of novel ingredients and value added ingredients to all solutions for human and animal nutrition markets. With a new showcase facility and

on-site, state-of-the-art laboratory, IBN continues to extend its lead as the premier manufacturer of citrus PMFs and lemon flavonoids, a rapidly growing category with an ever-increasing list of health and wellness benefits attributed to these powerful natural citrus phytochemicals. With over 80 years experience in ingredient manufacturing, IBN provides ingredients and services of unsurpassed quality.