

For Immediate Release

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SourceOne joins forces with Dr. Hittich to Launch VESIsorb® Advanced QH Ubiquinol

Partnership allows leading European based global brand marketer to command growing heart-health category with patented colloidal delivery system that increases absorption and bioavailability.

CHICAGO, IL -- SourceOne Global Partners has announced an exclusive agreement that forms a prestigious strategic partnership with Dr. Hittich and Green Power Health Products B.V ("Green Power") of The Netherlands, a leading direct-to-consumer brand marketer in Germany, to launch a platform of heart-healthy products featuring the patented VESIsorb® absorption technology. The first product will feature Kaneka QH™ Ubiquinol in Licaps®, an innovative, two-piece, hard-shell capsule delivery system developed by Capsugel, Colmar, France.

Dr. Reinhard Hittich, President of GreenPower and the formulator behind the popular Dr. Hittich brand, asserts, "We are very selective in the products we put my name behind as well as the name of Green Power. The potential for an advanced QH Ubiquinol is undeniable. It offers an unmatched solution as we have many loyal consumers with varying ages, stress conditions, and unique needs that impact absorption. The VESIsorb® system ensures we provide a QH Ubiquinol formulation that optimizes absorption and ensures maxim bioavailability. Accordingly we have branded our product "Ultra Ubiquinol Q10 with MAXEffect®." As a trusted supplier of health supplements, we are committed to delivering condition-specific solutions that satisfy the health goals of our millions of consumers who rely on us to do just that."

This latest partnership with Green Power signifies the growing consortium of leveraged networks pioneered by SourceOne throughout the world. "With Dr. Hittich, we continue to focus on aligning our innovative formulations and advanced delivery system technologies with global brand marketing leaders, ensuring a growing number of consumers understand there are significant product differences," comments Jesse Lopez, Founder and CEO of SourceOne. The patent portfolio supporting VESIsorb® is both broad and deep; the supporting science translates into not only superior absorption and bioavailability, but directly toward greater health benefits," added Lopez.

Consumers are increasingly demanding assurances that their supplements be optimally absorbed and utilized by the body in order to gain the health benefits they are seeking. Dr. Andreas Supersaxo, Director of Research and Development for Vesifact of Baar, Switzerland, and member of SourceOne's Medical and Scientific Board, explains, "We recognized the challenges of oxidative stability, solubility and improved performance with Kaneka QH™ Ubiquinol and have been able to address these important issues and deliver a more advanced QH Ubiquinol. And we were able to demonstrate similar effects achieved with coenzyme Q10 in the Ubiquinone form."

Supersaxo is referencing two studies. One, the pharmacokinetic pilot study (single, oral-dose, crossover) in humans that compared Kaneka QH Ubiquinol to the same Kaneka QH Ubiquinol formulated in the VESIsorb® delivery system (CoQsource® QH Ubiquinol exclusively from SourceOne), which demonstrated

an increase of 696% in peak blood levels (cmax) of Ubiquinol. The relative bioavailability calculated using the area under the curve (AUC_{0-24h}) was also increased by 485%.

The second is a peer-reviewed study entitled, "Relative Bioavailability Comparison of Different Coenzyme Q10 Formulations with a Novel Delivery System," appearing in the journal, *Alternative Therapies in Health and Medicine*, (March/April 2009, Vol. 15, No.2) which published the results of a double-blind study comparing the bioavailability of patented CoQsource® Bio-Enhanced CoQ10 (CoQ10 formulated in the VESIsorb delivery system) to that of other "bio-enhanced" CoQ10 formulations. In this study, the relative bioavailability of a single oral dose of 120mg of CoQ10 was assessed using the area under curve (AUC (0-10h)) where the value for CoQsource® reached 30.62 µg/ml/10h; a far superior 622% higher bioavailability than the oil-based formula.

"The ability to offer bio-enhanced ingredients such as CoQ10 in either QH Ubiquinol or Ubiquinone form, Omega-3 concentrated EPA/DHA, citrus polymethoxylated flavones (PMFs), resveratrol, vitamin D, curcumin, palm tocotrienols, and more to the dietary supplement, functional food and beverage markets has set a new benchmark for the industry," Supersaxo states, adding that enrobing the QH Ubiquinol in the colloidal droplet helps ensure a stable formulation and the delivery of maximum benefits.

Dr. Hittich explains that he was impressed by a simple test that showcases the difference -- and that consumers can also try it: "simply squeeze a typical Kaneka QH Ubiquinol capsule into a cup of body-temperature water (98 degrees or so) and then squeeze a VESIsorb® Kaneka QH Ubiquinol capsule into an adjacent cup of body-temperature water; you can actually see the dramatic difference as the VESIsorb® formula goes into solution while the other just floats on top of the water."

About GreenPower:

In 1997, Dr. Reinhard Hittich founded GreenPower Health Products B.V. in the Netherlands with his wife Katharina. Dr. Hittich exclusively develops, manufactures and sells food supplements made from 100% natural active substances without the use of chemicals. Since the company was established, Dr. Hittich has been firmly convinced that nature can provide all kinds of substances that we need to stay healthy. For this reason, his vision is best described as: health made by nature. Dr. Hittich's health range includes a total of 100 products. Dr. Hittich only considers using the best harvest regions of the world as a source of raw materials. He personally identifies and evaluates these raw material sources before they are subjected to his high-quality standards.

About SourceOne™ Global Partners

SourceOne Global Partners, headquartered in Chicago, IL, is a leading supplier of innovative, science-based, branded ingredients and proprietary formulas to the nutritional supplement, functional food & beverage, cosmetic, and animal nutrition markets. SourceOne has assembled an impressive and enviable portfolio of complementary condition-specific ingredients and formulations that address the most pressing health concerns, including heart health, metabolic syndrome, cognitive function, diet and energy, and general wellness.

SourceOne is recognized as a leader in delivering the best science nature has to offer through health solutions such as the award-winning Cholestrinol™ Family of Heart Healthy Formulas, OmegaChoice®

Concentrated Omega-3 EPA/DHA , CoQsource® and CoQsource QH Ubiquinol Bio-Enhanced Coenzyme Q10, AlivEL 100™ *Eurycoma longifolia* and SterolSource® Phytosterols. The SourceOne product line continues to expand and also includes TocoSource® Palm Tocotrienols, GammaSource® Mixed Tocopherols, PMF-source™ Citrus Flavonoids (PMF), as well as Green Tea, Resveratrol, and more.

About Vesifact AG

A vital link between current research and private industry, Vesifact is a spin-off from the Swiss Federal Institute of Technology, Zurich (ETH Zürich). Innovative technology and know-how are developed in Vesifact's laboratories and upscaled at its production units. They are then applied to commercial products before being transferred to the marketplace. In this way, Vesifact brings the latest know-how to exactly where it is most needed.

Vesifact laboratories and R&D facilities meet the ever increasing requirements for top-level research, product development, and innovation. Vesifact produces carrier systems that take medical, nutraceuticals, and cosmetic ingredients to enhance performance. Vesifact thus fulfils ever-increasing requirements for innovative dosage forms and application technologies and offers cutting edge-solutions.