

**For Immediate Release**  
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## **SourceOne's Cholestrinol™ Receives 2008 Frost & Sullivan Heart Health Award for Product Innovation**

*Award-winning heart-health brand story pulls together scientifically supported ingredients for powerful identity marketing to consumers*

**CHICAGO, IL** - SourceOne Global Partners proudly announces that its Cholestrinol™ family of heart-healthy formulas has received the prestigious Frost and Sullivan Heart Health Supplements Product Innovation of the Year Award. This award recognizes SourceOne for demonstrating outstanding achievement and superior performance in the heart health supplement marketplace.

According to Frost and Sullivan, "SourceOne has followed a methodical approach in readying Cholestrinol™ 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."

Jesse Lopez, founder and President of SourceOne, noted that the combination of TocoSource® Palm Tocotrienols and PMFsource® Citrus Flavonoids (as found in Sytrinol®) is the foundation for SourceOne's new Cholestrinol™ family of heart-healthy ingredients and formulas. The Cholestrinol™ formulas include compelling combinations with the additions of OmegaChoice™ Omega-3 Super-Concentrates, SterolSource® Phytosterols, OPC-Source® French Maritime Pine Bark, and more.

"We are honored to receive this award in product innovation," Lopez said. "Every product under the Cholestrinol™ umbrella is supported by a strong platform of clinical evidence demonstrating conclusive ability to deliver a desirable range of heart-healthy benefits. These attributes may include significantly improving healthy total, LDL, VLDL, and HDL cholesterol and triglyceride levels, providing powerful antioxidant effects, promoting the body's natural anti-inflammatory response and supporting healthy blood pressure levels."

Supporting heart health to prevent dire cardiovascular events is one of the top concerns among middle-aged and elderly Americans. Approximately 64 million Americans currently suffer from cardiovascular complications, and SourceOne's Cholesstrinol™ family of heart-healthy formulas offers the health-conscious consumer a variety of safe, effective, science-based solutions that help avoid cardiovascular and coronary problems.

Lopez emphasized, "Cholesstrinol™ is a first in the industry as it represents a full turnkey solution for marketers to easily and cost-effectively address customized formulas for a wide range of consumers who want to support their heart health naturally."

Frost and Sullivan commended SourceOne for its recent strategic partnership with Vesifact, Baar, Switzerland. Vesifact's VESIsorb® delivery system -- licensed exclusively worldwide to SourceOne -- is a natural self-assembling colloid delivery system that has been clinically proven to increase absorption of medical, nutraceutical, and cosmetic ingredients. With the VESIsorb® delivery system, SourceOne now offers bio-enhanced ingredients and proprietary formulas containing CoQ10, Omega-3, vitamin D3, resveratrol, citrus flavonoids, tocotrienols, and gamma-tocopherols.

SourceOne uses this advanced technology to improve these unique science-based ingredients and proprietary formulas and meet the growing demand for enhanced bioavailability by taking the absorption and efficacy to the next level.

The official award release stated, "The key factors in the success of Cholesstrinol™ have been strong science, understanding consumer concerns, strategic alliances, and an effective marketing campaign. This award 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 SourceOne's successful adoption of new or existing technology that has become a part of its well-designed product family. Such an innovation significantly contributes to the industry in terms of product performance and degree/rate of technical change."



## About SourceOne™ Global Partners



SourceOne™ Global Partners, headquartered in Chicago, IL, represents a new breed of ingredient supplier, partnering with manufacturing clients to introduce powerfully branded, science-driven products to market with unique product positioning and compelling consumer presence. SourceOne was conceived as a company whose core competency would be to integrate legitimate science with strong trade and consumer branding. It partners with leading suppliers worldwide to source and offer patented ingredients supported by proprietary science as part of turnkey marketing programs that dramatically increases the odds for market success.

For additional information on SourceOne, visit [www.source-1-global.com](http://www.source-1-global.com), email to [info@source-1-global.com](mailto:info@source-1-global.com), or call 1-800-755-4996.

## About Frost & Sullivan

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Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services, and corporate management training to identify and develop opportunities. Frost & Sullivan serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics.