

FOR IMMEDIATE RELEASE**THE VIDAZORB™ BRAND OF CHEWABLE, PATENT-PENDING PROBIOTIC SUPPLEMENTS COMES TO THE MARKETPLACE****Stability Testing Demonstrates a Two Year Shelf Life Without Refrigeration**

Beltsville, MD, July, 2008: Little Calumet Holdings, LLC, an innovator in probiotic supplements, announced today that the company has finalized formulation of an effective, patent-pending line, to be marketed under the brand name Vidazorb™. Available in the third quarter of 2008, the chewable, great-tasting probiotic supplements deliver optimal levels of beneficial bacteria – dose after dose.

“Our immune systems are compromised daily. Science shows that without beneficial probiotic bacteria, our bodies simply cannot function properly. With approximately 80% of our immune system originating in our gut, strong, healthy colonies of beneficial probiotic strains are essential to good health,” says E. Frank Hodal, Jr., Founder and CEO, Little Calumet Holdings, LLC. “Our goal when developing Vidazorb™ was to deliver billions of viable probiotic bacteria in a convenient way, without the need of a refrigerator - or a spoon!”

Seven years of meticulous product development have culminated in innovative, proprietary probiotic formulations for children, adults and the elderly, and are designed to help maintain the optimal levels of essential microflora so important to everyone's core health. Stability testing at independent labs confirms the viability of friendly bacteria for two years “on the shelf.”

Great care has been taken in the selection of ingredients and packaging to ensure that the Vidazorb™ brand delivers the finest and most effective probiotics available. Chr. Hansen's clinically substantiated Probio-Tec® probiotic strains are used exclusively, in all Vidazorb™ products. Particular formulations include Masquelier's® Original OPC (the very best OPC – oligomeric proanthocyanidins – from non-GMO grape seeds) and selected vitamins.

The Vidazorb™ line includes five probiotic formulations:

- Vidazorb™ Daily (lemon flavor)
Daily digestive support, with *L. acidophilus*, LA-5®
- Vidazorb™ Plus (vanilla flavor)
Digestive health support, with *L. acidophilus*, LA-5® and *Bifidobacterium*, BB-12®
- Vidazorb™ +OPC (pomegranate flavor)

Daily age defense, with *L. acidophilus*, LA-5®, *Bifidobacterium*, BB-12® and Masquelier's® OPC

- Vidazorb™ SuperC (orange pineapple flavor)
Enhanced antioxidant support, with *L. acidophilus*, LA-5®, *Bifidobacterium*, BB-12®, Masquelier's® OPC and Vitamin C
- Vidazorb™ BellyBoost™ (wild berry flavor)
Children's formula in fun Zorbee™ character shapes, for healthy digestion and nutrient absorption in children aged 4 and up, with *Bifidobacterium*, BB-12® and *S. thermophilus*, TH-4™.

With a solid commitment to science and quality, as well as a determination to bring about better health by restoring proper microflora balance in the belly, Vidazorb™ is poised to become the brand of choice for discerning health professionals and health conscious consumers.

About Vidazorb™

Vidazorb™ specializes in the development of superior shelf-stable, chewable probiotic formulations to provide essential support for core health needs. Research and development, together with a commitment to quality and efficacy, defines Vidazorb™ as a brand of integrity and excellence. For more information, visit www.Vidazorb.com. For engaging, kid-friendly probiotic information, visit www.Zorbee.com. To learn more about the importance of, and science supporting, probiotics, visit www.YouAreWhatYouAbsorb.com.

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