

Sabinsa's SelenoForce® Ingredient NDI Notification Filed by FDA

Washington DC (January 4, 2010) -- Sabinsa Corporation's New Dietary Ingredient notification for SelenoForce® to FDA has been accepted and filed by that agency, opening the way for the company to sell the product in the US.

SelenoForce® is a selenium-enriched garlic product manufactured by a patent pending soilless culture process. Garlic bulbs are naturally enriched with a unique composition of organic selenium compounds for nutritional supplementation, using a proprietary hydroponics method. The selenium enriched bulbs are dried, powdered and standardized, to yield SelenoForce® containing 1000 ppm selenium, in bioavailable organic form, in a base of natural garlic powder.

Low selenium status has been linked with the occurrence of decreased immunity to diseases and the prevalence of various forms of cancer.

Selenium occurs in foods through uptake by plants from the soil, in the form of the selenoamino acids, selenomethionine and selenocysteine, and their derivatives, thereby entering the food chain. However, as the element is unevenly distributed in the earth's crust, dietary supplementation is often needed. Organic selenium compounds are preferred for supplementation, on account of their superior bioavailability.

"This is a novel form of selenium supplementation, which is why Sabinsa went through the NDI process," said Marketing Director Shaheen Majeed. "This product follows our practice of developing the unique, safe and effective ingredients for which we are known."

An ideal nutritional supplement would be a selenium-enriched edible plant part wherein the selenium metabolically accumulates in the form of bioavailable organic selenium compounds. Plants that naturally contain higher levels of the sulfur- containing amino acids such as those from the *Allium* and *Brassica* species are preferred for enrichment, based on metabolic criteria.

For more information please visit: www.selenoforce.com

About Sabinsa Corporation:

Sabinsa's mission is to provide alternative and complementary natural products for human nutrition and well-being. Over the past 20 years, Sabinsa has brought to market more than 100 standardized botanical extracts and privately funded several clinical studies in conjunction with prestigious institutions in support of these products. With more than 100 full time scientists conducting ongoing research in India and the United States, Sabinsa

continues to develop and patent phytonutrients for the world market. All products intended for human consumption are certified Kosher, with many certified Halal.

www.sabinsa.com

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