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Biostime launches Probi's probiotic in China

Dietary supplements with Probi's healthy bacteria Lp299v will be launched in China during the spring of 2007. Probi's partner, Institut Rosell-Lallemand, has signed an exclusive agreement for launch of their dietary supplements on the Chinese market with the leading domestic health food company Biostime Inc.

Biostime Inc. was the first health food company to launch a probiotic six years ago for enhancement of the body's natural defences in children. Today Biostime continues to be the leader in the probiotic supplement market in China with a nationwide coverage and an annual growth of 15 percent.

"We are proud that Biostime opted for our probiotics. We estimate that high quality products marketed by the best distributors will help to develop Probi's share of the market substantially," says Per-Ola Forsberg, Executive Vice President of Probi.

"As a probiotic supplement leader in China, it is natural to expand our product portfolio to a highly documented probiotic like Lp299v, targeting a specific health condition as Irritable Bowel Syndrome. We expect that, just like the great success we had with Biostime Probiotic Sachet for Children, the Lp299v based supplement will become a very successful product, and more importantly, it will benefit millions of IBS sufferers," says Fei Luo, CEO of Biostime Inc.

Probi and Institut Rosell-Lallemand collaborate on the commercialization of Probi's Lp299v bacterium within Dietary Supplements. Institut Rosell-Lallemand is a major vendor of probiotic dietary supplements in the US and Europe, and is considered to be the player that will confer Probi with the fastest market penetration.

This new agreement means that sales of dietary supplements with Probi's probiotics are underway in the UK, France, Germany, Scandinavia, the US, Canada, South Africa, Australia and China. The estimated total value of the global market for probiotic dietary supplements is some SEK 7 billion, and has traced an annual growth rate of over 10 percent in recent years.

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About Probi

Probi was founded in 1991 and is now one of the world's leading companies in the field of probiotic R&D. The company's research focuses on live microorganisms with scientifically demonstrated health-promoting effects. The main R&D fields are gastrointestinal disorders, the immune system, cardiovascular diseases, and stress and performance recovery.

Probi's business is based on offering effective and thoroughly documented probiotic products and concepts, protected by comprehensive patents. This yields higher revenue levels than for the industry as a whole.

Probi has enjoyed a consistent income stream from commercialised products since the mid-1990s. The customers comprise leading international companies in the fields of functional food, dietary supplements and clinical nutrition. Current licensees are Danone, Skåne Dairy, Institut Rosell/Lallemand and Health World among others.

The global market for probiotic products is showing good underlying growth while new insights into the benefits offered by probiotics are boosting the market still further. Increased documentation requirements and official regulation are two trends that tend to give Probi an edge on its competitors. Probi is based in Lund and has 17 employees. The Probi share has been quoted on the O-list of the Stockholm Stock Exchange since December 2004. www.probi.com

About Biostime, Inc. (Guangzhou)

Biostime, Inc. (Guangzhou) was founded in 1999. Collaborating with Lallemand SA, Biostime launched the product Biostime® Probiotic Sachet for Children in 2002, which is the No. 1 brand of children's probiotic product in China nowadays. Biostime is the first company in China to promote probiotic concept nationwide through TV and other media, and now well-known as the leading company in probiotic market. Biostime is building a GMP grade factory in Guangzhou, China for production of probiotic sachets, tablets and capsules, which will start its operation in the third quarter of 2007. It has 400 employees and 58 sales offices all over China. For more information, please visit www.biostime.com.cn

About Institut Rosell-Lallemand

Institut Rosell is a French Canadian Company specializing in the selection, development, production and marketing of probiotic formulations for human nutrition and health. Expert in live microorganisms since 1934, Institut Rosell undertakes ambitious research programs so as to better understand the properties, modes of action and beneficial effects on health of these probiotic formulations.

Institut Rosell is part of the Lallemand group, a privately owned company with head offices in Montreal, Canada, and Toulouse, France, and production facilities in various countries around the world. For more information, please visit www.institut-rosell.com or contact human@lallemand.com