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Probi and Skånemejerier ready to launch new range of immune products

Probi and Skånemejerier have today agreed to launch an entirely new range of products that strengthens the natural body defence and helps with common colds. The plan is to launch the range during the second half of 2009. Probi will thereby take its first step into the immune market with a global value of 40 billion SEK.

”We have had a successful collaboration with Skånemejerier around ProViva since 1994 and are therefore very excited about the possibility to launch an entirely new range of beverages together with them,” says Michael Oredsson, CEO at Probi.

The products contain probiotics developed by Probi over several years and for which an extensive clinical study on common colds was presented in August 2008. The study was carried out in Berlin by an independent research institute on behalf of Probi. The placebo-controlled, randomized multi-center study comprised 310 volunteers.

“We believe that delicious products, that noticeably improve consumer’s body defence and provide benefits such as fewer, milder and shorter common cold periods, have the potential to become bestsellers in the chilled category,” says Björn Sederblad, CEO at Skånemejerier.

The range will contain a combination of two new probiotic strains patented by Probi, one within the family *Lactobacillus plantarum* and one within *Lactobacillus paracasei*. In the Berlin study the degree of common cold symptoms and the duration of common cold periods were significantly reduced in the group that received Probi’s product, compared to placebo.

From a commercial point of view, the most interesting result was that nearly 50 percent of those given Probi’s product considered it to be very effective and another 20 percent considered it to be effective. The level was considerably lower for those who were given placebo and almost no one in that group considered the treatment to be very effective.

For further information, please contact:

Michael Oredsson, CEO Probi, phone. +46 46 286 89 23 or mobile +46 707 18 89 30,
e-mail: michael.oredsson@probi.se

Niklas Bjärum, VP Marketing & Sales, Probi, phone. +46 46 286 89 67 or mobile +46 705 38 88 64,
e-mail: niklas.bjarum@probi.se

Björn Sederblad, CEO Skånemejerier, phone +46 40 313926 or mobile +46 706 875794,
e-mail: bjorn.sederblad@skanemejerier.se

Peter Odemark, Commercial Director Skånemejerier, phone. +46 40 313903 or mobile +46 767 88 80 12,
e-mail: peter.odemark@skanemejerier.se

About Probi

Probi is a leading player in the field of probiotic research and development of effective and well-documented probiotics. The research areas are: stomach and gastrointestinal tracts, immune defense, metabolic disorders as well as stress and recovery. Probi's customers are leading companies within the business areas Functional Food and Dietary Supplements. The company's total operating income was 69.4 million SEK 2008, consisting mostly of royalty revenues. Probi's shares are listed on the Nordic List of the Stockholm Stock Exchange, Small Cap and has approximately 4.000 shareholders. Visit www.probi.com.

About Skånemejerier

Skånemejerier has its origins in Scania in Sweden and the Nordic region is our home market. We process 360 million kg milk annually which is sold as milk, cream, sour milk, yogurt and other products used in cooking. Brands such as Bravo, ProViva and Allerum cheese are part of our portfolio. Skånemejerier is a cooperative owned by 628 dairy farmers in Skåne and parts of Småland. Our annual turnover is 2,9 billion SEK and we have 560 employees. There is more information at www.skanemejerier.se.