SCN Signs Major World-Wide Distribution Agreement for Patented Immune Product

Scandinavian Clinical Nutrition AB (SCN) through its subsidiary has entered into a wide-ranging marketing and distribution agreement with US-based Aerus, formerly Electrolux North America. The agreement gives the direct sales company of Aerus Holdings, Naturals for Life, the world-wide exclusive rights to sell SCN's patented immune product Immulina as a food supplement, with exception for markets where SCN already has partners in place.

Under the agreement, the Aerus group commits to buying a minimum amount of Immulina well in excess of USD 30 million from SCN’s subsidiary Nordic Immotech Trading ApS over the first six years to maintain world-wide exclusivity, with significant orders already scheduled in 2009. Aerus will market Immulina under their own label through their direct sales company Naturals for Life, LLC on several continents world-wide through existing structures. The agreement does not impose any marketing investments upon SCN.

“SCN’s patented and clinically studied immune product is an exceptional opportunity for us to help us reinvent Naturals for Life into a global direct sales company based on science and health products that consumers need in our ever-changing world. Key lead products with which we will relaunch Naturals for Life globally will be based on Immulina, while still remaining true to the values that have guided our success as Electrolux and Aerus for over 85 years”, says Joseph Urso, Chairman and CEO of Aerus Holdings. “Our goal is to have over one million users per month of our products based on Immulina within the next three years”, Urso adds.

“During the next few years, the immune segment will be one of the fastest growing food supplement segments, and well-documented and patented products such as Immulina will be those that grow the most”, states Danilo Copiz, VP Sales at SCN, who set-up the deal. “We are proud to bring a product with the pedigree of Immulina together with a group as experienced, capable and keen as Aerus, and financial resources to match. We believe the personal contact of the direct sales channel coupled with Aerus will be a great platform for Immulina to reach consumers world-wide with a somewhat complex product message, and also a great potential for revenue for SCN in the coming years”, says Copiz.

Aerus Holdings also owns a number of other direct selling companies including Aerus LLC, which was known as Electrolux in North America from 1924-2003 and the original manufacturer of Electrolux vacuums. Aerus has over 50 million customers and has been honored for product design by the Smithsonian where its Model Electrolux-Man has been proudly displayed.

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Scandinavian Clinical Nutrition AB (publ) works in R&D and distribution of clinically tested, scientifically documented products within the field of nutrition (nutraceuticals). Established in 2006, SCN maintains a product portfolio with established trademarks, such as CUUR, Coldizin, Immulina, Membraline and Ledactin. Core competence and strategic alliances, within both R&D and sales, in combination with innovative and clinically proven products, create good conditions for profitable growth both in Sweden and internationally. The shares of SCN are traded under the ticker “SCN” on Oslo Axess (www.osloaxess.no) and NGM Equity (www.ngm.se). For more information, please visit www.scnutrition.com.