



## PRESS RELEASE

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# **Gun-Britt Fransson new Vice President Research & Development at Probi**

**Probi is expanding its management team through the appointment of Gun-Britt Fransson as Vice President Research & Development. Gun-Britt Fransson, who assumed her new position during February 2012, has held senior positions in the biotechnology and food industries for the past 20 years, most recently as CEO of Alligator Bioscience in Lund.**

Doctor Fransson, who publicly defended a doctor's thesis on the science of nutrition at Uppsala University, has long-standing experience of senior positions in the biotechnology and food industries. During the years 2004-2010, Gun-Britt served as CEO of Alligator Bioscience AB in Lund. Prior to that, she was active for just over ten years as VP Research at Procordia Food AB and Orkla Foods A.S.

Gun-Britt is currently a member of the boards of Malmö University, Lund Life Science Incubator AB and Antidiabetic Food Center at Lund University.

"Gun-Britt has rock-solid and broad-based experience of research and development in our core areas. Her competence will provide a valuable contribution to our continued efforts to further strengthen and develop our R&D operations," says Michael Oredsson, CEO of Probi.

"For me, it feels highly stimulating to join Probi, which is one of the most successful companies in its area. Using my earlier experiences from both the food and the biotechnology industry to take part in the continued development of Probi is a challenge that I'm really looking forward to," says Gun-Britt Fransson, Vice President R&D på Probi.

## FOR FURTHER INFORMATION, PLEASE CONTACT:

Michael Oredsson, CEO, Probi, tel +46 46 286 89 23 or mobile +46 707 18 89 30;

e-mail: michael.oredsson@probi.se

Gun-Britt Fransson, Vice President R&D, Probi, tel +46 46 286 89 74 or mobile +46 705 95 73 27

e-mail: gun-britt.fransson@probi.se

## ABOUT PROBI

*Probi is a leading player in the probiotic research and the development of efficient and well-documented probiotics. The research areas include: gastrointestinal tracts, immune system, metabolic syndrome and stress and recovery. Probi's customers are leading companies in the functional foods and dietary supplement business areas. Total income for 2011 was MSEK 95.0. Probi's share is listed on Nasdaq OMX Stockholm, Small Cap. Probi has approximately 4,500 shareholders. Read more at [www.probi.com](http://www.probi.com).*