



GTC Nutrition Introduces New Glycemic Control Ingredient at IFT 2004

Golden, Colorado, Tuesday, June 13, 2004 – GTC Nutrition announced today the introduction of a new ingredient at the Institute of Food Technologists 2004 Annual Meeting and Food Expo in Las Vegas, Nevada. The ingredient, Natureal® GI (glycemic index) oat bran concentrate, is rich in beta glucan, the soluble fiber in oats - studies indicate that Natureal GI oat bran concentrate is effective in helping maintain healthy blood sugar levels. A press conference to introduce this new nutritional ingredient has been scheduled for 11 a.m. today in Room N103 of the Las Vegas Convention Center.

Health organizations have said that obesity is a growing concern around the world. Through the launch of this new ingredient, GTC Nutrition will provide food processors throughout the Americas with options for formulating foods to help maintain healthy blood sugar levels, sustain the effects of meal gratification, help reduce after-meal fatigue, and sustain healthy energy levels.

The new, oat-based product is a line extension of the popular Natureal oat bran concentrate. Natureal GI oat bran concentrate will be supplied by Finn Cereal - a leading company in the Finnish grain business specialized in grain and other bulk rawmaterial handling and storage - and marketed exclusively by GTC Nutrition in North and South America. Representatives from GTC Nutrition and Finn Cereal will be on hand to discuss the benefits of this new product at today's press conference.

For more information, please contact Trina O'Brien at 303-216-2489 ext 27.

About GTC Nutrition

GTC Nutrition is a regional leader in providing science-based ingredients to the food processing, dietary supplement and animal feed industries. GTC promotes health throughout North America, South America, Australia and New Zealand with innovative functional food ingredients and unsurpassed customer support. For more information, visit www.gtcnutrition.com.