



GTC Nutrition Introduces Natureal[®] Oat β -glucan to Their Line of Specialty Ingredients

GTC Named Exclusive Distributor In North America For Finn Cereal's Specialty Oat Bran

GOLDEN CO, July 2003 - GTC Nutrition LLC is pleased to announce it has been appointed the exclusive North American distributor for Natureal[®] Oat Bran from Finn Cereal, a high-value oats processor in Finland. Natureal Oat Bran contains a high concentration of Oat β -glucan, a natural, soluble fiber known for its health benefits.

"Natureal Oat β -glucan is a great fit with GTC's existing ingredient portfolio," said Patrick Smith, CEO of GTC Nutrition. "It is a naturally derived, non-GMO grain that promotes health and well being. The many benefits offered by oat β -glucan are backed by scientific studies. This ingredient provides GTC and our customers additional tools to meet consumers demands for healthy, convenient, great tasting foods, and we are excited to join with Finn Cereal to bring this product to the North American marketplace."

About Natureal Oat Bran

Natureal Oat Bran is made of pure non-GMO Scandinavian oats and is specially milled without the use of chemicals or solvents, leaving the structure of oat β -glucan unchanged. There are several different forms available to use with various formulations, but all final products contain a minimum of 15% Oat β -glucan as dry substance. This is three times the amount normally found in oat products.

The health benefits of Natureal Oat Bran include a proven reduction in cholesterol, improved digestive function, blood glucose control and weight control. In fact, the FDA has approved a health claim related to reducing the risk of heart disease for products containing an adequate amount of oat β -glucan.

Many consumers want healthier, natural foods. The high concentration of oat β -glucan in Natureal Oat Bran will allow formulation for great-tasting and convenient foods to meet consumers' needs. Natureal can add health and functional benefits to nutrition bars, cereals, meal replacement products and much more.

About GTC

GTC is a leader in providing natural, science-based ingredients to the food processing, dietary supplement and animal feed industries. For more information, visit www.gtcnutrition.com or call 1-800-522-4682.

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