

Press Release: 06/01/2005

## **Nutraceutix Expertise and Technology Strengthens GNC's Line of Probiotic Supplements**

**Nutraceutix, the leading prime manufacturer of advanced probiotic supplements, is pleased to announce that General Nutrition Centers, Inc. (GNC), the nation's largest specialty retailer of nutritional supplements, has reformulated its line of Natural Brand™ acidophilus products to take advantage of Nutraceutix probiotic production expertise and advanced delivery technologies.**

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**Redmond, WA, June 1, 2005** -- Consumers are increasingly aware of the importance of probiotic bacteria, but there continues to be confusion regarding the potency of probiotic supplements. For probiotic organisms, it's all about survival; if they don't survive the three major barriers to effective probiotic supplementation, they may provide no benefits to the consumer. First, the proper production expertise, equipment and processes must be in place to ensure probiotic organism survival during manufacture. Second, probiotic products must be in a form that will survive on store shelves to reach the consumer in a viable state. Lastly, sensitive probiotics must be protected properly from stomach acids to survive during their journey to optimal sites in the gastrointestinal tract.

"GNC recognized the barriers to effective probiotic supplementation early in the game," commented Randy Schoenfeldt, Vice President of Business Development for Nutraceutix. "GNC knows what makes a good probiotic supplement and, after learning of our capabilities, challenged us to help them develop a superior line of probiotic products for their savvy customers."

Nutraceutix's patent-pending BIO-tract® gastric acid bypass technology, which delivers a greater number of live bacteria past harsh stomach acids to the digestive tract, features prominently in a number of GNC's probiotic products under the Natural Brand™ label. GNC's newly reformulated probiotic products take advantage of Nutraceutix's patented Live-Bac® manufacturing process that extends shelf-life for probiotic tablets, even without refrigeration.

Nutraceutix manufactures nearly twenty naturally occurring probiotic strains in bulk, and incorporates the superior, patented LiveBac® extended shelf-life process and patent-pending BIO-tract® gastric acid bypass technology into custom probiotic tablets for customers. Nutraceutix also custom manufactures premium controlled delivery and extended release nutritional supplements including Glucosamine, Glucosamine Chondroitin, Glucosamine Chondroitin MSM, Vitamin-C, Niacin and others. Nutraceutix delivers bulk powders, capsules or advanced tablets in bulk or finished bottles for quality conscious private brands and retailers.

For more information, visit [www.nutraceutix.com](http://www.nutraceutix.com) or call 1-800-LiveBac (1-800-548-3222).

GNC is the largest global specialty retailer of vitamin, mineral and herbal supplements, sports nutrition products, diet and energy products and specialty supplements. GNC has more than 4,900 retail locations throughout the United States, including franchise locations, store-within-a-store locations under its strategic alliance with Rite Aid, and more than 800 locations in more than 35 foreign markets including Canada and Mexico.

For more information or to locate the nearest GNC store, visit [www.gnc.com](http://www.gnc.com).