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## **Probis expansion within dietary supplements continues**

**Probis partner Institut Rosell has signed agreements for the launch of dietary supplements containing Probi's probiotic in Greece, the Czech Republic and Slovakia. The launches will take place during fall. With this contract, sales of dietary supplements containing Probi's probiotic will be underway in 14 countries.**

"It is pleasing that the expansion in Europe is continuing now that we have signed an agreement for three additional markets. The market's great interest contributes to the expectations that the market area Dietary Supplements will, within a two-year period, reach that of today's sales of the Functional Food market area", says Probi's Vice President, Per-Ola Forsberg.

The dietary supplements will be marketed by Smart Intermed in Greece and Rougier in the Czech Republic and Slovakia. Furthermore, Probi is undergoing discussions about launch of dietary supplements on other markets, and new agreements are awaited to be signed in the near future. One of the main reasons behind the continued great interest is the documented positive health benefits that Probi's probiotics have.

The sales of dietary supplements containing Probi's probiotics are underway in Australia, France, Greece, Canada, China, Scandinavia, Slovakia, the United Kingdom, South Africa, the Czech Republic, Germany and the US. Several of these agreements have been signed within the past twelve months.

Institut Rosell is one of the leading suppliers of probiotic dietary supplements in the US and Europe. Probi and Institut Rosell are working the market parallel to each other in order to reach the most effective market penetration of Probi's bacteria Lp299v within dietary supplements. The total world market for probiotic dietary supplements was appreciated at approximately 7 billion SEK and has shown good growth during the past few years.

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## **About Probi**

Probi is a leading player in probiotic research and development. The company's research is carried out using living micro-organisms with scientifically proven health effects. The main research areas are: stomach and gastrointestinal tracts, immune defense, risk factors for cardiovascular diseases, stress and recovery. Probi's business concept is based on offering efficient and well-documented probiotic product concepts with comprehensive patent protection, which result in the possibility of considerably higher royalty levels than for the sector as a whole. Probi's customers include leading companies in the functional foods, dietary supplements and clinical nutrition marketing areas. Since the middle of the 1990s, the Company has had continuous income from commercialized products. Today, Probi cooperates with four licensees: Danone, Skånemejerier, Institut Rosell and Health World. The global market for probiotic products shows a favorable underlying growth. New insight into the advantages of probiotics, an increasingly greater health interest and authorities' increasing documentation demands and regulations are the primary trends that support Probi. Probi's shares are listed on the Nordic Exchange. For further information, visit [www.probi.se](http://www.probi.se).

## **About Institut Rosell-Lallemand**

Institut Rosell is a French Canadian Company specializing in the selection, development, production and marketing of probiotic formulations for human nutrition and health. Expert in live microorganisms since 1934, Institut Rosell undertakes ambitious research programs so as to better understand the properties, modes of action and beneficial effects on health of these probiotic formulations. Institut Rosell is part of the Lallemand group, a privately owned company with head offices in Montreal, Canada, and Toulouse, France, and production facilities in various countries around the world. For more information, please visit [www.institut-rosell.com](http://www.institut-rosell.com) or contact [human@lallemand.com](mailto:human@lallemand.com).