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**Aristo Health Introduces a Unique 'Wellness' Nutrition Bar  
Co-Branded With MEG-3®**

*A convenient, tasty, and unique way for consumers to contribute to their daily intake of Omega-3*

Ocean Nutrition Canada Limited (ONC), supplier of MEG-3® brand Omega-3 EPA/DHA food and dietary supplement ingredients, is pleased to announce that Aristo Health, a functional food company ([www.aristohealth.com](http://www.aristohealth.com)), has launched a line of 'wellness' nutrition bars with the MEG-3® healthy food ingredient. These aristo "Body + Mind" products are the first nutrition bars to be distributed nationally at food, mass merchandisers, as well as pharmacy stores, to co-brand with MEG-3®. The MEG-3® logo has been placed on the front of the label so customers will know that the item they are purchasing contains the best and purest source of Omega-3 from fish oil.

Aristo wellness nutrition bars are proprietary, one-of-a-kind functional foods formulated by nutrition experts and are the only nutrition bars to offer a synergistic combination of Omega-3 from fish oil, plant sterols, and high amounts of super-fruit anti-oxidants. These 'super-nutrients' have been shown to be supportive of heart and brain health as well as cell repair and integrity.

The bars come in three delicious super-fruit flavors: Nutty Pomegranate & Cranberry, Nutty Acai & Lime, and Nutty Goji and Orange. They contain 60% organic ingredients, all natural flavors and preservatives, and they are a good source of dietary fiber. Each of these bars contains 100 mg of EPA/DHA Omega-3 per serving, which is over 60% of the 160 mg Daily Value proposed by the Institute of Medicine. This means that 'aristo' bars will have one of the highest EPA/DHA serving amounts available in any food fortified with fish oil. Studies have shown that EPA (Eicosapentaenoic Acid) and DHA (Docosahexaenoic Acid) are important for good overall health and the maintenance of healthy cardiovascular function.

Dr. Gursh Bindra, CEO of Aristo Health, said, "As a premier functional food company we insist on superior nutritional ingredients that are safe, pure, and readily incorporated into our healthy product offerings, without compromising excellent taste. We also look for strong strategic partnerships with leading functional nutrient suppliers. We have clearly met both these criteria with MEG-3® Omega-3 and its manufacturer Ocean Nutrition Canada. When we began this project, we wanted to create a high quality 'wellness' nutrition bar that was tailored to the health needs of nutritionally

conscious men and women of all ages. Adding MEG-3® Omega-3 from fish oil was a perfect fit because EPA and DHA are proving to be vital nutrients for good overall health. Moreover, it allowed us to stay true to our ‘aristo’ compliance model of providing complete nutritional solutions, in a convenient food format with great taste.”

Ian Lucas, Executive Vice President of Global Sales and Marketing, said, “The aristo Body + Mind Wellness nutrition bars by Aristo Health, are a truly innovative and tasty, convenient way for people to receive the health benefits of EPA and DHA from fish oil, without the taste or smell of fish. They are likely to be well received by a wide cross section of consumers.”

#### **About Ocean Nutrition Canada Limited (ONC):**

Ocean Nutrition Canada is a privately held company, whose major shareholder is Clearwater Fine Foods Incorporated. Clearwater Fine Foods Incorporated is a diversified holding/investment company whose significant holdings include a controlling interest in Clearwater Seafood's Limited Partnership, the world’s largest integrated shellfish harvester and processor.

ONC is in the business of discovering, manufacturing, and marketing marine based ingredients that improve human health. Ocean Nutrition Canada has a broad customer base, which includes multi-national companies in both the dietary supplement and the food categories. In 2006, the MEG-3® EPA/DHA ingredient was in 8 billion supplement servings and 2 billion food servings worldwide. For more information on the health benefits of MEG-3® ingredients please visit [www.meg-3.com](http://www.meg-3.com)

#### **About Aristo Health:**

Aristo Health, Inc. is a new generation health and wellness company that specializes in functional foods and beverages. Its new line of ‘aristo’ body + mind wellness products are tasty, functional foods formulated by nutrition experts. They contain the best “super-nutrients” sourced from around the world, proven to help support optimal body + mind function and overall health. Aristo Health’s growth strategy includes the introduction and rapid commercialization of a line of ‘aristo’ wellness nutrition bars, health tonics and beverages which promote energy/vitality, weight loss, immunity, anti-aging rejuvenation as well as cardiovascular health. The company was founded by Dr. Gursh Bindra, a PhD nutritionist with 20 years prior international business experience with Fortune 100 companies. Aristo Health is privately held and is based in Morristown, New Jersey, USA. For more information please visit [www.aristohealth.com](http://www.aristohealth.com).

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