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ONC Brands Food Ingredient Technology: Powder-loc™

Unique Double Shell Protection Serves Billions In 2006

Ocean Nutrition Canada Limited (ONC), supplier of MEG-3® brand Omega-3 EPA/DHA food and dietary supplement ingredients, is pleased to announce the introduction of the Powder-loc™ brand for its revolutionary micro-encapsulation technology used in MEG-3® food ingredients.

Health benefits of Omega-3 fatty acids have been known for years and sales of Omega-3 in the dietary supplement market have been growing exponentially. Consumers recognize the nutritional value of the physiologically essential Omega-3 fatty acids EPA (Eicosapentaenoic Acid) and DHA (Docosahexaenoic Acid) from fish oil. Both EPA and DHA are important for normal growth and development, even mothers' breast milk has a DHA to EPA ratio of 4:1 demonstrating the importance for these two physiologically essential nutrients.

Market opportunities caused food and ingredient companies to research technologies to enable inclusion of Omega-3 fatty acids into foods and a major research race for this goal has been ongoing for the last fifteen years. The problem has been that adding Omega-3 oils directly into foods can cause off flavors because all forms of Omega-3 fatty acids are prone to oxidation.

Ocean Nutrition Canada Limited has developed a revolutionary form of micro-encapsulation technology and branded it as Powder-loc™. Powder-loc™ is a patented process that microencapsulates the oil in a gelatin matrix with double shell protection for inclusion in foods. Older technologies use single shell protection, which can break and expose the oils during food processing. Powder-loc™ is a superior technology because

the oil is protected within a multi-shell inner matrix and a protective outer shell surrounding it. Powder-loc™ creates double protection for the oil from both oxidation and the stress of food processing. It can withstand high temperatures even during pasteurization. Powder-loc™ has double the nutritional density of competitive technologies because of the loading capacity of the double shell matrix, making it the most cost effective ingredient of its kind.

Powder-loc™ has contributed to the successful commercialization of seven different food types with the MEG-3® brand food ingredient. These include: breads, milk, yogurt, tortillas, orange juice, nutrition bars, and confectionary products like candy chews. The MEG-3® brand food ingredient has now been commercialized in twelve countries. Robert Orr, President and CEO with ONC, said, “MEG-3® food ingredients have been incorporated into so many food types because of the versatility of the Powder-loc™ technology, its superior process tolerance and the cost effectiveness of our MEG-3® brand food ingredient.”

Ian Lucas, EVP of Global Marketing with ONC, said, “We feel it is important for our customers to know that there is a difference in our micro-encapsulation technology so we created the Powder-loc™ brand to tell them that MEG-3® food ingredients are protected with a patented double shell.” Lucas continued, “This year over two billion servings of food products will be consumed globally containing the MEG-3® food ingredient creating nutritional value for consumers who would prefer to get their omega-3’s conveniently in their favorite foods with the great taste they expect.”

About Ocean Nutrition Canada Limited (ONC):

Ocean Nutrition Canada Limited is a privately held company, whose major shareholder is Clearwater Fine Foods Incorporated, a diversified holding/investment company whose significant holdings include a controlling interest in Clearwater Seafood's Limited Partnership, which is the world’s largest integrated shellfish harvester and processor and Ocean Nutrition (Canada) Limited. Ocean Nutrition Canada researches, manufactures, and markets Omega-3 concentrates and other marine based natural ingredients for dietary supplements and foods. ONC exemplifies scientific rigor in discovery and research programs, along with world leading regulatory and quality compliance standards. For more information on the health benefits of MEG-3® ingredients please visit www.meg-3.com

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