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For more information contact:

Lori Selig

Ocean Nutrition Canada Ltd.

902-480-3210

www.ocean-nutrition.com

Puresource Inc Cobrands with MEG-3®

Taking Powdered Beverage Mix To The Next Level

Ocean Nutrition Canada Limited (ONC), supplier of MEG-3® brand Omega-3 EPA/DHA food and dietary supplement ingredients, is pleased to announce that Puresource Inc has included the MEG-3® Omega-3 healthy food ingredient into their new powdered beverage mix, Beverage Buddy, under the Verve Naturals brand. This product is aimed at busy “on the go” people as it provides nutrients needed to maintain an active lifestyle. Beverage Buddy displays the MEG-3® logo on the front of the packaging and is available throughout Canada.

Beverage Buddy is an innovative, powdered beverage mix that is added to water, milk, or juice. It is available in two great tasting flavors, Strawberry Smoothie and Panama Punch, and is a source of Omega-3, protein, and prebiotic fibre with no artificial flavors or colors. Each packet contains 80 mg of DHA from fish oil.

Randy Betts, Verve Brand Manager at Puresource Inc., said “Our product is not like other powdered drink mixes that offer empty calories. Beverage Buddy is a source of whey protein and Omega-3 fatty acids which support normal growth and development of brain, eye, and nerve tissue. We decided to add MEG-3® powder to our drink mix because it was so easy to use and gave our product the added benefit of fish, without the fish!”

Ian Lucas, Executive Vice President of Global Sales and Marketing at ONC, said “Today’s typical Canadian diet has insufficient amounts of Omega-3. To help people get the Omega-3 their bodies need, we continue to team up with various companies worldwide to put fish oil into their products without changing the taste or smell of the food. This way, consumers can keep eating the foods they love while contributing to their daily intake of Omega-3. Beverage Buddy is another convenient way for people to contribute to their daily Omega-3 intake whether they are 1 or 100.”

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 Omega-3 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

About Puresource Inc.

Puresource Inc is Canada's largest supplier of natural and organic functional foods and natural health products and belongs to the privately held Now Health Group of Bloomingdale, Illinois. The Now Health Group supplies approximately 5,000 different products to the Canadian natural health retail industry from distribution centres in Guelph, Ontario; Montreal, Quebec; and Calgary, Alberta.

Puresource Inc. is also the owner/manufacturer of a number of quality natural health brands marketed under the Verve Naturals umbrella; including Beverage Buddy, Herbal Select, Simply Clean, Just Juice, Real Organic, and VR2 energy bars.

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