



PRESS RELEASE
FOR IMMEDIATE RELEASE

innoVactiv inc. announces a co-marketing agreement for InSea²™ in Europe.

Rimouski (Quebec), May 17, 2010 – innoVactiv inc., a Canadian company dedicated to developing science-based ingredients, today announces that his leading ingredient InSea²™ will be launched in Europe during the upcoming Vitafoods under a co-marketing agreement with its partner Algues & Mer of Ouessant Island (France).

This co-marketing agreement follows years of scientific and technical research carried out by innoVactiv and unique process development by Algues & Mer. This collaboration has led to a branded and exclusive dual action starch and carb blocker with inhibitory activity demonstrated against α -amylase and α -glucosidase enzymes. InSea²™ has recently been shown in a human clinical trial to reduce the glycemic index of white bread, as well as reducing post-meal insulin secretion and improving insulin sensitivity, all three results being statistically-significant.

Under this agreement, Algues & Mer will start commercialisation of InSea²™ across Europe and innoVactiv will continue to commercialize the ingredient in the rest of the World. With the impressive amount of scientific and technical data accumulated to date, Algues & Mer submitted last week an application for the following health claims under Article 13.5 to the European Food Safety Authority (EFSA):

- “Helps maintain normal activity of post-prandial glycaemic regulation mechanism.”
- “Helps improve insulin sensitivity.”

“Our two companies have been working together for years in the development of InSea²™, combining the scientific expertise of innoVactiv with the unique sourcing and manufacturing capabilities of Algues & Mer. It is thus a logical step for us to work jointly with Algues & Mer who has a deep knowledge of the ingredient and is willing to bring added value by filing a health claim under EFSA’s new regulations”, stated Patrice Dionne, CEO of innoVactiv. “This agreement allows innoVactiv and Algues & Mer to join forces as exclusive suppliers of InSea²™”, concluded Mr. Dionne.

European companies interested to learn more about InSea²™ are invited to meet Algues & Mer at Vitafoods, Geneva, from May 18 to 20, at booth 300F.

About innoVactiv

innoVactiv's mission is to develop and supply innovative ingredients whose efficacy and safety have been scientifically demonstrated. In addition to its two newest nutraceutical active ingredients, InSea²[™] and PeptiBal[™], innoVactiv has developed a line of 16 cosmeceutical ingredients and holds a strong development pipeline of additional ingredients that will offer solutions for maintaining optimal human health. For more information on innoVactiv, please contact Patrice Dionne, Chief Executive Officer: pdionne@innovactiv.com or visit www.innovactiv.com.

Source:

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