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PRESS RELEASE : CHR HANSEN TO SHOWCASE OF PCC AT VITAFOODS
GENEVA

Probiomics Limited (“Probiomics” ASX Code:PCC) is pleased to advise that Chr Hansen A/S of Horsholm, Denmark, announced that it will showcase PCC at Vitafoods, Geneva through the attached press release.

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About Probiomics Limited

Probiomics has proprietary ownership of a unique probiotic strain – PCC®

PCC® has been clinically proved to have superior qualities – particularly in promoting systemic immune response.

Probiomics’ commercial objective is to earn royalties from licensing PCC® to distribution companies selling products in global markets.

For further information, please go to www.probiomics.com.au

About Chr. Hansen

Chr. Hansen is a global biotechnology company that provides natural ingredients to the food, dairy, dietary supplement, pharmaceutical, and agricultural industries. Chr. Hansen is a leading supplier of food cultures, probiotics, enzymes, colors, and functional systems. Chr. Hansen offers superior documentation and innovation within probiotics for the food, agricultural, dietary supplement, infant formula and pharmaceutical industries. It has specialist staff who are able to provide knowledge, inspiration, support, and customized solutions to customers to create successful probiotic product portfolios.

For further information, please go to Chr.Hansen website.

Chr. Hansen showcases its newest probiotic strains at Vitafoods 2010

At this year's Vitafoods trade show for the nutraceutical industry Chr. Hansen will be focusing on exhibiting its newest probiotic strains for optimized gastrointestinal and immune health.

"We will bring our entire portfolio of probiotic solutions for human health and nutrition to Vitafoods so visitors to our booth will undoubtedly find something of interest to them whether they represent the dietary supplement industry, the infant formula industry or the pharmaceutical industry," says Charlotte Beyerholm, Marketing Manager, Human Health & Nutrition, Chr. Hansen.

Newest strains in the Probio-Tec® range

"However, Vitafoods attendees will notice that we have chosen Vitafoods as the occasion to showcase *Lactobacillus fermentum* PCC® and *Lactobacillus* F19®, the two most recent extensions to our Probio-Tec® range of probiotic strains with documented effect," says Beyerholm. "Furthermore, we are looking forward to be exhibiting our chewable probiotic tablets in three exciting flavors."

Chr. Hansen recently secured the rights to market the patented probiotic strain *Lactobacillus fermentum* PCC® which is owned by Australian Probiomics Ltd. "PCC® is a very promising strain within immune health," says Sune Schmoelker, Commercial Development Director, Human Health & Nutrition, Chr. Hansen. "Several clinical studies in various indication areas have been conducted and PCC® has shown to be effective as an adjuvant to flu vaccine, in supporting the immune response in athletes, and in relation to atopic dermatitis."

Chr. Hansen has produced and sold F19® for Arla Foods since acquiring Arla Foods' subsidiary Medipharm AB. More than 20 human studies and 40 published articles document F19®'s health benefits. "F19® shows excellent survivability in the intestines and it has been used for more than 15 years for gastrointestinal health. It is a stable and

safe probiotic strain - also for children down to four months", Schmoelker concludes.

Convenience and good taste

"The chewable probiotic tablets are intended for all age groups but particularly suitable for children," says Charlotte Beyerholm. "This convenient way to easily consume the beneficial probiotic cultures is a much requested alternative to the traditional tablet or capsule. Today's consumers appreciate to be able to choose among a number of different dosage formats. The chewable tablet format and the flavor assortment represent an opportunity for our customers to differentiate their products."

Vitafoods 2010 takes place in Geneva, Switzerland, May 18-20. Meet Chr. Hansen at booth no. 518 and at the Supplier Seminar on May 19.

Customer website:

www.chr-hansen.com/probiotics

Consumer website:

www.chr-hansen.com/probiotichealth

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About Chr. Hansen

Chr. Hansen is a global bioscience company that develops natural ingredient solutions for the food, nutritional, pharmaceutical and agricultural industries. All solutions are based on strong research and development competencies and significant technology investments. Revenue in FY2008/09 was EUR 511 million. The company enjoys market leadership in all its divisions: Cultures & Enzymes, Health & Nutrition and Colors & Blends. There are more than 2,200 dedicated employees in over 30 countries. For further information, please visit www.chr-hansen.com.