

FOR IMMEDIATE RELEASE

**NATREON, INC. LAUNCHES NEW WEB SITE AT
WWW.NATREONINC.COM TO EDUCATE VISITORS ABOUT EMERGING
HEALTH AND WELLNESS RESEARCH AND PRODUCTS**

New Brunswick, NJ, April 1, 2008: -Natreon, Inc., a leading company providing unique health and wellness solutions in the tradition of Ayurvedic medicine, has launched an accessible, comprehensive Web site to better inform manufacturers in the dietary supplement, functional foods, and beverage industries about the company's patented ingredients and scientific advances. With emphasis on research and development as well as its branded ingredient line, this expansive site - www.natreoninc.com - takes visitors directly to the company's most relevant information on its novel compounds manufactured from traditional botanicals prominent in Ayurvedic practice.

Through the creation of www.natreoninc.com, the company is responding to the imperative need for reliable health and science information on Ayurvedic medicine. And the Internet is the perfect means to distribute such material, as the number of individuals who use the internet as a primary resource for seeking health and wellness information has increased dramatically over the past few years. According to a 2007 Harris poll, 160 million Americans have searched for such knowledge online, up from 136 million in 2006.

With this easily navigated Web site in place, Natreon, Inc. is able to answer manufacturer and consumer questions about its ingredients in depth. It also provides a one-stop location for the latest research resulting from the company's exploration of Ayurvedic medicine, an ancient medical system started in India over 5,000 years ago, and its unique, patented ingredients created after exhaustive research, trial and development.

“At Natreon, we are dedicated to communicating valuable health information to our manufacturers, and utilizing this cutting-edge Web site facilitates instant and in-depth information sharing,” said Lucien Hernandez, President & CEO. “We know that the sheer volume of nutritional and health information on the Web can be overwhelming, but by providing this go-to site for ultimate details on our ingredients, our manufacturers and their customers have an online destination of note.”

In particular, Natreon’s superstar line-up of ingredients are prominently featured on the site, allowing access to in-depth scientific information. Natreon’s current product portfolio includes revolutionary ingredients, including Capros®, the antioxidant superfruit; PrimaVie™, which promotes cellular energy; Crominex® 3+, a biologically active chromium supplement; and Sensoril®, a patented dietary supplement ingredient to reduce stress as demonstrated in controlled clinical studies.

Natreon, Inc. brings together the powers of ancient medicine with the support and backing of modern science and clinical research. As a leading research company dedicated to developing the novel compounds utilized in Ayurvedic medicine, an ancient form of treatment practiced daily by millions of individuals worldwide and especially in India, Nepal, Tibet and Sri Lanka, Natreon, Inc. is committed to utilizing modern technology and science to support these effective ancient treatments for today’s contemporary world.

About Natreon, Inc.:

Founded in 1998, Natreon focuses on developing novel compounds extracted from the traditional botanicals of Ayurvedic medicine. With US headquarters in New Brunswick, NJ and state of the art research facilities in India, Natreon has created a broad portfolio of products and technologies, with compelling, intellectual property, that can serve unmet

nutritional supplement, functional food, and pharmaceutical market needs. For more information on Natreon Inc., please visit www.natreoninc.com.

For more information, or to arrange an interview with a company spokesperson, please contact Tamara York at ADinfinitem, 212-693-2150 Ext. 314, email tamara@adinfinitemny.com or Mary Hilton, 212-693-2150 Ext. 311, email mary@adinfinitemny.com.

#