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## **Cosway and CreAgri, Inc. Introducing a New HIDROX®-based Line of Dietary Supplements to 15 Countries Worldwide**

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HAYWARD, Calif., March 1, 2012 /PRNewswire/ -- CreAgri, Inc. announced today that HIDROX®, its hydroxytyrosol-based proprietary formulation of olive polyphenols, has been selected as the key natural antioxidant and anti-inflammatory active ingredient by Cosway Sdn. Bhd--one of Asia's largest multilevel marketing organizations--for a new line of dietary supplement products. Marketed under the brand name Nn Olive Essence Concentrate, Cosway's new line of both capsule (30 capsules/box) and liquid (30 ml. bottle) products was introduced this month to health conscious consumers in Malaysia and Hong Kong.

"We are very pleased that Cosway has selected HIDROX® over other competing hydroxytyrosol-based ingredients," declares Dr. Roberto Crea, CreAgri's President and CEO, "Cosway's choice validates the research we have done over the years with HIDROX®, and recognizes its superior safety profile and its unique range of anti-inflammatory and immune modulating activities."

"We strive to bring quality products to benefit all our consumers and we believe HIDROX® is an excellent addition to our range of natural health supplements," adds Mr. Al Chuah, Chairman and CEO of Cosway.

Cosway's choice will allow CreAgri to better promote its clinical experiences and scientific findings in support of HIDROX®'s unique health and wellness profile." Starting with Malaysia and Hong Kong, Cosway will introduce Nn Olive Essence Concentrate and HIDROX® in numerous countries, including New Zealand, Australia, Taiwan, UK, US, Korea, and Japan.

"We are delighted to work with Cosway on this project so that we can extend the benefits of HIDROX® to millions of consumers in most of Asia, the Americas and Europe," added Jeff Mace, Director of Operations at CreAgri. "We will work very closely with Cosway and other partners to let everyone enjoy the healing power of HIDROX®."

About HIDROX®

HIDROX® is CreAgri's patented hydroxytyrosol-rich formulation produced from the juice of organic olives and scientifically recognized for its anti-inflammatory and immune-modulating properties.

HIDROX® is the only hydroxytyrosol formula with GRAS certification. HIDROX® is also certified organic, Kosher and Halal, and is protected by the largest number of international patents and applications.

#### About Cosway

COSWAY, a subsidiary of the Berjaya Group, began operations in December 1979, with a simple concept of distributing quality products to world consumers at highly competitive prices through a unique Network Marketing system. Today Cosway is one of Asia's largest Network Marketing companies and is present in 15 countries with more than 1,800 stores.

#### About CreAgri, Inc.

CreAgri, Inc., a California company, is the inventor and developer of HIDROX®. Its goal is to promote health and wellness by creating superior natural products that strike a Creative Balance Between Nature and Technology®. The company develops science-based processes that are environmentally friendly and compatible with sustainable agricultural methods. For further information about CreAgri and HIDROX®, please visit [www.creagri.com](http://www.creagri.com) or contact Paolo Pontoniere, Director of Communications at 510-732-6478 or via e-mail at [ppontoniere@creagri.com](mailto:ppontoniere@creagri.com).