

CreAgri, Inc., and Biominas Brasil to Introduce Award Winning Olivenol® plus to Latin America

Hayward, CA – October 16, 2012 – CreAgri, Inc., the world leader in the production of olive polyphenols, and Biominas Brasil, Brazil’s leading accelerator for life science ventures, announced today that they have reached an exclusive agreement for the introduction of the award winning line of Olivenol® plus dietary supplements and skin care products to Brazil, Argentina and Chile.

“Latin America, and Brazil, Argentina and Chile in particular, are markets for which CreAgri has great expectations for Olivenol® plus,” affirmed Roberto Crea, Ph.D, creator of Olivenol® plus and CEO of California-based CreAgri, Inc. Dr. Crea is a successful serial entrepreneur in the biotechnology and nutraceutical industry, and was one of the founding scientists at Genentech, Inc. in 1978.

Because of their ethnic origins and their ancestral ties to the Mediterranean Basin, which is also the olive’s place of origin, many of Latin America’s consumers have a natural affinity for, and an intimate understanding of, the unique life energy provided by consuming olive polyphenols. Derived from the juice of organic olives, Olivenol® plus is one of the most innovative formulations available that contain hydroxytyrosol, the molecule to which food experts credit the beneficial effects of the Mediterranean diet. Beginning with Brazil this month, Biominas Brasil will bring the healing power of Olivenol® plus to the region’s consumers, thus providing them with the opportunity to leverage its broad anti-inflammatory activity for the management of clinical manifestations of conditions affecting bone, joints, skin and arteries, and to modulate their immune response to environmental toxins, infectious agents and autologous reactions.”

“We are happy to establish this partnership with CreAgri and to bring Olivenol® plus products to Latin America,” stated Eduardo Soares, CEO of Biominas Brasil, “We reach our goal of bringing high value products, such as Olivenol® plus, to fulfill the demand for health and welfare of the region’s consumers through joint efforts with innovators and market leaders like CreAgri, Inc.”

Biominas Brasil and CreAgri will also identify partners to develop beverages and foods containing HIDROX®, CreAgri’s hydroxytyrosol-rich ingredient from organic olives, and the principal bioactive featured by the Olivenol® plus line of dietary and skin care products. CreAgri has recently established a partnership in the USA with Sunsweet Growers Inc., the world leader in the management and packaging of dried fruit, for the formulation, bottling and marketing of functional beverages containing HIDROX®.

About Olivenol®

The Award Winning Olivenol® plus is a branded line of dietary supplements and skin care products created and developed by CreAgri, Inc. beginning in 2002. The products—in capsules, cream and in liquid form—contain HIDROX®, the only organic formulation of hydroxytyrosol and olive polyphenols available on the market today. Launched in the USA in 2006 and more recently in Southeast Asia, Olivenol® plus has been vetted by America's premier laboratories and independent researchers, and has undergone extensive clinical trials and market testing. Exhibiting a broad spectrum anti-inflammatory action, Olivenol® plus has been proven in conditions ranging from cardiovascular health to psoriasis, and bone and joint wellness. For further information on Olivenol® plus, please visit www.olivenolplus.com

About Biominas Brasil

Founded in 1990, Biominas Brasil is dedicated to the creation and development of life sciences ventures in Brazil. It supplies consulting and business development services to small and medium-sized enterprises and large companies interested in innovation and to expand their business by adopting solutions that balance nature with creative technological advancements. Due to its experience and networking, Biominas also produces reports about the biotech sector and promotes trade events, like BioPartnering Latin America, which attract thousands of life science professionals.

About CreAgri

CreAgri, Inc., a California corporation, is the inventor and developer of HIDROX®. The Company's 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 or contact Paolo Pontoniere, Vice President of Corporate Communications at ppontoniere@creagri.com or by phone at 510-732-6478.