



## **CREAGRI INC AND CONNELL BROTHERS AGREEMENT TO OPEN DOOR TO ASIA-PACIFIC FOR CALIFORNIA OLIVE BIOACTIVE**

*Olive-derived ingredient aims to reduce inflammation, now available to Connell Brothers' customers in Malaysia and Singapore*

SAN FRANCISCO – Jan. 18, 2013 – CreAgri, Inc., a leader in the development and marketing of novel, science-based and clinically validated nutritional bio-actives, announced today a new distribution agreement with Connell Brothers to distribute HIDROX®, a patented ingredient derived from olive polyphenols. Connell Brothers is the specialty chemicals and food ingredients division of privately-held Wilbur-Ellis Company, with operations in 17 countries across Asia-Pacific. The companies will begin to introduce health conscious consumers across Southeast Asia to the virtues of HIDROX®, the only formulation of organic hydroxytyrosol with anti-inflammatory efficacy available on the market today.

“The growing markets of Southeast Asia, China and Australasia are important for CreAgri’s business horizon,” declares Roberto Crea, CreAgri’s founder and CEO. “We’ve had a strong presence in Malaysia and nearby regions since 2007 with our line of dietary supplements Olivenol Plus™. Now, with Connell Brothers’ distribution resources and knowledge of the local food ingredient market in Southeast Asia, we’re making a push for HIDROX® that opens a new frontier for our novel food ingredient and other natural products of California’s olive industry. At the end of the day, the California-made product is a genuine technological innovation.”

HIDROX®, a zero-waste process-derived ingredient, is the first product to extract value from its biomass that until a few years ago was considered to be a product with no market value.

“The discovery of how to derive large quantities of olive polyphenols from olive oil milling water represents a revolution for both the olive oil industry, and for the food and nutraceutical industries which can now access a unique ingredient with scientifically proven efficacy in many areas of health and wellness,” adds Crea. “This agreement is one of the best examples of how California’s cutting edge technological solutions are contributing to bringing America’s manufacturing industry back to the future” adds Paolo Pontoniere, CreAgri’s spokesperson.

“We are honored to be chosen to represent CreAgri who is the pioneer in the invention and commercialization of HIDROX®,” said Peter Kam, regional food director, Connell Brothers. “Our customers are always looking for ingredients that provide health and nutritional benefits, so we are thrilled to be able to bring this new ingredient to the Southeast Asia market.”

Connell Brothers is well positioned in Asia-Pacific to leverage the value of HIDROX® with its customers in the region, starting with Malaysia and Singapore.



### **About Connell Brothers**

Connell Brothers is a division of Wilbur-Ellis Company and is the largest marketer and distributor of specialty chemicals and industrial ingredients in Asia-Pacific. With over 100 years in Asia and a keen focus on technical service, customer support and quality control, Connell Brothers provides complete supply chain management from transportation, documentation, warehousing, and sales and distribution in 17 countries and in 37 offices located throughout Asia-Pacific.

For more information, please visit [www.wilburellis.com](http://www.wilburellis.com)

### **About CreAgri**

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)

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