

## PRESS RELEASE

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TO THE EDITOR

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### AstaReal set to increase production of natural astaxanthin to meet global demand.

*Burlington, NJ, July 16, 2013 - AstaReal Co., Ltd - a biotech company within Fuji Chemical Group, exclusively dedicated to the production, research and marketing of natural astaxanthin – is set to build a new manufacturing facility in Moses Lake - a city in Washington State famous for its natural fresh water lakes and fertile ecosystem. The investment in a US plant is following the recently finalized expansion of AstaReal’s plant in Sweden.*

The decision to expand capacity is in response to the increased demand of AstaREAL, natural astaxanthin, worldwide. The current global market size of natural astaxanthin for the human market is estimated to be about US \$200M and set to reach US \$700M by 2017.

“We see the 21st century as the era of anti-aging. We believe that preventive medicine will play an even greater role in future healthcare as advances in anti-aging and lifestyle disease research drive improvements both in the treatment and prevention of disease and illness. To that end, we have succeeded in realizing the world's first industrial production of natural astaxanthin which is both safe and high in anti-oxidative potency. We have since devoted greater efforts than any other research organization to advancing astaxanthin research. Astaxanthin is an effective anti-inflammatory agent for both human and animal application. We want to help people achieve healthier and happier lives by delivering astaxanthin to the market place across the world,” said Mitsunori Nishida, President and CEO of Fuji Chemical Industry.

The new cutting-edge facility will utilize environment friendly and ultra-pure bioreactor cultivation technology for the fresh water microalga *Haematococcus pluvialis*, which has been developed and upgraded within AstaReal since 1994. AstaReal product from the new facility is expected to hit the global market in the summer of 2014. The new production plant will more than double AstaReal’s existing production of natural astaxanthin by 2015. This strategic investment will dramatically boost AstaReal product innovation and supply capability.

The continual expansion of AstaReal represents strong confidence in the future growth of the market while clinical trial and scientific research has driven both sales and expanded the application of astaxanthin for human health. With increasing media attention, astaxanthin is set to become a household name in the nutraceutical, pharmaceutical and cosmetics marketplace.

## **About Fuji Chemical Industry and AstaReal**

Fuji Chemical Industry, established in 1946, is a Japanese pharmaceutical company whose business includes the production and sales of pharmaceutical products, synthesis and manufacturing of pharmaceutical and bulk pharmaceutical products, and the production and sales of food additives. Currently Fuji Chemical and its subsidiary companies sell their products in more than 20 countries. AstaReal is the global brand of Fuji's astaxanthin business.