

PRESS RELEASE

TO THE EDITOR

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FUJI ANNOUNCES STRATEGIC PRODUCTION REALIGNMENT

Toyama, Japan, January 11, 2011 - Fuji Chemical Industry Co., Ltd. has announced the strategic realignment of its natural astaxanthin production by shifting the commercial cultivation of *Haematococcus pluvialis* from its Hawaiian facility to its Swedish facility. The driving force behind this decision was the opportunity Fuji could provide to the market through better product uniformity, operational efficiency and ease of expansion.

Although both facilities operated fully enclosed bio-systems each equally producing the highest levels of astaxanthin in the world, the two technologies were different. Consolidating operations into one of the two technologies would avoid duplication of effort and achieve operational efficiency. One of the reasons the Swedish facility was chosen as the surviving technology was because of its ease of expansion. It is modular and can be expanded rapidly to accommodate the continued growth of the natural astaxanthin market.

Although the Hawaiian facility will no longer produce commercially, Fuji is considering it as the possible location for continued algal development. Prior to the decision to phase out and change the role of the Hawaiian facility, the Swedish facility had undergone an expansion while yet another expansion is currently planned.

The Swedish facility began operation in 1994 as AstaCarotene and was the first facility in the world to produce commercial natural astaxanthin from the microalgae *Haematococcus pluvialis*. The Swedish operation is ISO 9001, GMP and because it is a fully enclosed system within a clean room environment it is truly a monoculture system with the lowest risk for foreign algal contamination of any other astaxanthin producer.

Mitsunori Nishida, president and CEO of Fuji Chemical said, "Fuji's commitment to the production and sale of natural astaxanthin is long term and our goal is to achieve excellence. We have sponsored 49 published astaxanthin research studies to date which demonstrates this commitment in establishing the astaxanthin market."

The Fuji AstaREAL brand retains the largest market share globally of natural astaxanthin for human consumption.

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