

## PRESS RELEASE

### For Immediate Release

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## **-ASTAREAL® AWARDED NON-GMO PROJECT VERIFICATION- ASTAREAL® THE FIRST ASTAXANTHIN TO GAIN NON-GMO STATUS FROM NSF**

AstaReal, Inc. announced it is the first Natural Astaxanthin to verify non-GMO status via the Non-GMO Project Verified program. On December 22, 2015, AstaReal, Inc. received its certificate along with a letter of compliance from NSF, stating AstaReal® L10 (10% oil) is found to be verifiable in accordance with the Non-GMO Project standard. Joe Kuncewitch, National Sales Manager of AstaReal, Inc. said, “This is very exciting, not just for us as a supplier, but also for our customers. At AstaReal we are constantly working to deliver the best natural Astaxanthin product to the consumer. What we’ve demonstrated here with this Non-GMO verification is our commitment to that promise .”

Non-GMO means non-genetically modified. GMOs (genetically modified organisms), are organisms created in a lab using engineering techniques and/or genetic modification. Over the years, scientists have identified GMOs as causes for many health risks. As a result, consumer awareness has greatly increased, and the demand for non-GMO foods/ingredients throughout the world has grown as well. In order to meet consumer demand, AstaReal enrolled into the non-GMO verification program.

Charles DePrince, President and CEO of AstaReal, Inc. said, “As a company, we will continue to dedicate resources to programs like this to further attest our dedication to supply the highest quality, natural astaxanthin to the world.”

AstaReal, Inc. is a part of a family of companies under the AstaReal Group, exclusively dedicated to the production, research and marketing of natural astaxanthin from the microalgae, *Haematococcus pluvialis*. AstaReal is the world’s largest producers of natural astaxanthin and AstaReal® is the most researched brand of natural astaxanthin in the market. It is the primary focus of AstaReal to consistently produce high quality natural astaxanthin.

In May 2014, AstaReal Technologies, Inc. was established as the first, fully integrated facility to cultivate *Haematococcus pluvialis* in the United States. The site, located in Moses Lake, Washington, is the production facility for the non-GMO verified AstaReal® L10.