

PRESS RELEASE

For Immediate Release

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-ASTAREAL® ADDS MORE TO ITS LINE OF KOSHER PRODUCTS- ASTAREAL® COLD WATER DISPERSIBLE POWDER IS NOW KOSHER CERTIFIED

Burlington, NJ, January 18, 2016 – AstaReal, Inc. announced that its parent company, Fuji Chemical Industries Co., Ltd is expanding its line of Kosher products. On January 7, 2016, Fuji received its Kosher certificate from the certifying body, KLBD (London Beth Din Kashrut Division) which listed AstaReal® P2AF (2% cold water dispersible powder) as one of the certified products. AstaReal® P2AF is ideal for tableting, two piece hard capsules, and powder pre-mixes for beverage formats.

This Kosher certification solidifies AstaReal's promise to provide high-quality products. The idea of Kosher foods dates far back into history and not only does it identify which types of food/ingredients are proper to use, but also about how the product is to be prepared and handled. The concept of Kosher foods far exceeds the idea of just separating meat from dairy. Rather it sets a higher standard which some believe to be greater than any government agency.

Joe Kuncewitch, National Sales Manager of AstaReal, Inc. said, "AstaReal is once again showing our commitment to providing the most certified natural Astaxanthin available to our customers. We take pride in knowing that what we offer each day is not only the highest quality Astaxanthin on the market, but also the most highly regarded Astaxanthin".

AstaReal, Inc. is a part of a family of companies under the AstaReal/Fuji Chemical 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.

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