

For Immediate Release

Contact

Yasuko Kuroda
Executive Vice President
contact@astarealusa.com

AstaReal, Inc. Announces Corporate Reorganization

Combining two entities enhances customer service, speed to market and related efficiencies.

BURLINGTON, NJ -- As of April 1, AstaReal, Inc. and AstaReal Technologies Inc., Moses Lake, WA, have formally merged into one fluid singular entity, AstaReal, Inc. Previously functioning as separate but related companies, AstaReal, Inc. focused on sales and marketing while AstaReal Technologies, established in 2014, concentrated on the US cultivation and production of AstaReal® brand astaxanthin (*Haematococcus pluvialis*).

National Sales Manager Joe Kuncewitch expressed the positive outcome of this move. "This is an exhilarating time to be part of the AstaReal group of companies," he enthused. "This merger of respective forces firmly establishes AstaReal as the largest producer of natural astaxanthin in the world and solidifies our position as the absolute global leader of astaxanthin research and development."

Dr. Arun Nair, President of AstaReal, elaborated, "Integrating our state-of-the-art manufacturing facility in Moses Lake, WA with the sales and marketing arm into one entity helps us to focus on our customer needs in a concerted manner, by fine-tuning their specific requirements with great speed and exceptional attention to detail. This is part of our global strategy to maintain effective leadership of astaxanthin in the United States and rest of the world."

AstaReal was the first company to commercially cultivate *Haematococcus pluvialis* algae for human use as dietary supplements in 1994, and the company has since grown to be the largest producer of natural astaxanthin in the world with two state-of-the-art algae production facilities (Moses Lake, Washington and Gustavsberg, Sweden). *H. pluvialis* contains a unique molecular structure responsible for AstaReal's superior antioxidant capabilities -- eg., quenching singlet oxygen, scavenging free radicals, and also reducing peroxidation of lipids. More than 50 human clinical studies have shown that AstaReal astaxanthin's antioxidant abilities have broad-ranging targeted health support, including: increases muscle endurance, reduces eye fatigue from computer use, maintains healthy blood lipids, improves skin health and reduces visible signs of aging.

"As consumers understand the benefits of antioxidants in their diets and turn to supplements to increase their antioxidant consumption, our studies show a compelling range of benefits from systemic support (cholesterol) to lifestyle issues (eye strain from flat-screen viewing, and increased fitness ability)," said Dr. Nair. "AstaReal Inc. is now in its best position to continue scientific exploration and validation of AstaReal astaxanthin, and to ensure sustainable production meets future demand."

About AstaReal, Inc.

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.