

**For Immediate Release**

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## **AstaReal, Inc. Appoints Key Executives**

**BURLINGTON, NJ** -- In addition to the announcement of the merger between separate but related businesses -- AstaReal, Inc. and AstaReal Technologies Inc., -- the newly streamlined astaxanthin producer has announced two key appointments.

Dr. Arun Nair has been named president of AstaReal, Inc. He had previously served as president for AstaReal AB, Gustavsberg, Sweden. He will now lead both cultivation/production and sales and marketing efforts to fulfill growing demand for astaxanthin-based supplements and functional foods and beverages.

Dr. Nair has held executive positions at the Fuji group of industries for the past nine years managing the group's business in various positions. He obtained his PhD in molecular biology from the University of Kagoshima, Japan. Dr. Nair has a wealth of experience in managing biotech startups and a total industry experience of over 24 years. His focus is on functional molecules like astaxanthin that help improve performance and health, which in turn gives an opportunity for consumers to enjoy increased well-being and active lives.

In addition, nutraceutical ingredient sales veteran Michelle Jenkins was named as West Coast Manager. Jenkins was most recently West Coast Sales Manager for Blanver, and prior, served as Vice President of Sales at B&D Ingredients, where she developed key nutraceutical accounts. At AstaReal, Inc., her territories include the entire Pacific Coast, states west of the Rockies, parts of Texas as well as key clientele interspersed throughout the region.

"Having an embedded presence on the West Coast is an enormous boost for our sales program and will contribute greatly toward AstaReal, Inc.'s overall plan for strategic growth in this dynamic astaxanthin market," said Joe Kuncewitch, National Sales Manager. "Michelle is just the seasoned professional who has extensive industry knowledge and a wealth of personal contacts that can forward this initiative along."

Jenkins said she is ready to embrace the new challenges while collaborating with the AstaReal team, with the goal of "further developing their already extensive natural astaxanthin customer base here on the West Coast."

### **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.