



## DECAS BOTANICAL SYNERGIES

### DECAS BOTANICAL SYNERGIES INTRODUCES PACRAN™ - INDUSTRY'S FIRST AND ONLY PROANTHOCYANIDIN (PAC) STANDARDIZED CRANBERRY POWDER

*PACran™ Offers Guaranteed Amounts of the Natural Compound Responsible for Anti-Stick and Antioxidant Benefits*

**WAREHAM, Massachusetts August 1, 2006** – Decas Botanical Synergies (DBS), a division of Decas Cranberry Products, Inc., today introduced **PACran™** whole cranberry powder standardized to cranberry proanthocyanidins (PACs) using a proprietary manufacturing process and a superior “Early Black” cranberry cultivar. **PACran™** is the first and only PAC-standardized product on the market.

Cranberries are widely known for their unique “anti-adhesion” activity that protects the body from harmful bacteria that cause urinary tract infections. This anti-adhesion activity is primarily due to a natural compound in the fruit called PACs. According to the United States Department of Agriculture (USDA) Database for the Proanthocyanidin Content of Selected Foods, Cranberry PACs contain a unique A-type structure, while most other plants contain only the more common B-type PACs. It is cranberry’s A-type PACs that are responsible for the anti-adhesion mechanism of action. **PACran™** supplies no less than 1.5% of cranberry PACs measured via the only published and USDA-recognized HPLC analytical method.

A poster presentation of **PACran™** clinical trial results will be presented at the 47<sup>th</sup> Annual Meeting of the American College of Nutrition in Reno, NV October 5-8, 2006.

#### **Cranberry PACs Health Claim and NIH Studies**

In 2004, cranberry became **the only fruit in the world to hold a health claim**. The French government’s equivalent to the FDA or food safety authority, AFSSA (Agence Française pour la Sécurité Alimentaire), approved the claim that the North American cranberry (*Vaccinium macrocarpon*) can “help reduce the adhesion of certain *E.coli* bacteria to the urinary tract walls.” Products must contain a minimum amount of cranberry PACs to warrant this claim. More than 11 million women in the U.S. and 2 million women in France experience urinary tract infections each year with 25% of these women encountering recurring infections.

Currently in the U.S., the National Institutes of Health (NIH) in conjunction the National Center for Complementary Medicine (NCCAM) are studying the health benefits of cranberry PACs in 15 separate studies including urinary tract infections, cardiovascular inflammation, oral plaque, and yeast infections. These studies are utilizing a standardized PAC powder and juice and are intended to further validate decades of cranberry research regarding cranberry’s unique PACs and their health related properties.

**PACran™** is the latest addition to DBS’ popular family of cranberry-based specialty ingredients. Market applications for **PACran™** include, but are not limited to, nutritional supplements, functional foods and beverages, and dental hygiene products.

“**PACran™** sets the bar for all cranberry products on the market since it’s the first and only product to guarantee the amount of the active compound responsible for the prevention of urinary tract infections. We developed **PACran™** after years of research and development and through the selection of Early Black cranberries which are higher in PACs,” said Doug Klaiber, DBS general manager. “While cranberries have long been associated with urinary tract health, there has been significant uncertainty in whether a person is obtaining the necessary amount of cranberry active compounds to maintain their health. **PACran™** changes this scenario and will be the basis by which all cranberry products will be compared in the future.”

“P.L. Thomas & Co., Inc., is DBS’ exclusive distributor and marketing partner for the U.S.A.,” Paul Flowerman, PLT’s president, states: “**PACran™** is a revolutionary cranberry development for which strong science and brand support will be provided. We believe **PACran™** offers formulators of women’s health products a new high quality brand that will be embraced by consumers.”

**About Decas Cranberry Products, Inc. (DCP)**

Headquartered in Wareham, Massachusetts, Decas Cranberry Products, Inc. (DCP) is the largest independently-owned cranberry ingredient company in the world. Founded in 1934, DCP has been a major grower, processor and supplier of premium cranberries worldwide. Today, DCP supplies more than 50 million pounds per year of premium cranberry product to consumers, retailers and the food industry around the world. For additional information, please visit [www.decascranberry.com](http://www.decascranberry.com).

**About Decas Botanical Synergies (DBS)**

Headquartered in Wareham, Massachusetts, Decas Botanical Synergies (DBS) is a division of Decas Cranberry Products, Inc., and is a developer, manufacturer and marketer of proprietary, value-added fruit-derived ingredients for the dietary supplement, functional foods, animal feed and nutrition, personal care and cosmetics, and oral health industries. Specializing in cranberries, DBS’ Fruitaceutical™ products are rich in natural bioflavonoid complexes, which provide manufacturers with powerful antioxidant, antimicrobial and nutritional properties, and a natural colorant for a broad variety of applications. Decas powders, extracts and oils offer cost-effective and natural options to enhance the taste, color, function and nutritional content of products. For additional information, please visit [www.decasbotanical.com](http://www.decasbotanical.com).

**About P.L. Thomas**

P.L. Thomas, a New Jersey-based ingredient supplier, offers more than fifty years of innovation in securing reliable, high quality raw materials for the dietary supplement, food and functional food industries, specializing in clinically-supported branded ingredients, botanical extracts and water-soluble gums.

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For additional information, please contact:

Douglas Klaiber  
General Manager  
Decas Botanical Synergies  
508-295-0147  
[dklaiber@decasbotanical.com](mailto:dklaiber@decasbotanical.com)

Paul Flowerman  
President  
PL Thomas & Co.  
973-984-0900  
[pflowerman@plthomas.com](mailto:pflowerman@plthomas.com)