



## DECAS BOTANICAL SYNERGIES

### DECAS BOTANICAL SYNERGIES ANNOUNCES PACRAN™ HUMAN CLINICAL RESULTS

*Study Confirms PACran™ Effectively Reduces Urinary Tract E. Coli in One-Pill-A-Day Dose*

**RENO, Nevada and CARVER, Massachusetts October 6, 2006** – Decas Botanical Synergies (DBS), a subsidiary of Decas Cranberry Products, Inc., today announced the results of a recent clinical study using PACran™ whole cranberry powder standardized to cranberry proanthocyanidins (PACs). The double blind 90-day study examined the effect of supplementation with PACran on women volunteers confirmed with the presence of *E. coli* in the culture of urine samples. At the end of the 90-day treatment period, a daily oral dose of 500 mg of PACran was shown to significantly reduce the presence of *E. coli* and can be advocated in the prevention of urinary tract infections. PACran is the first and only clinically supported and PAC-standardized cranberry ingredient.

Urinary tract infections (UTIs) are a serious health problem affecting millions of people each year. Most infections arise from one type of bacteria, *Escherichia coli* (*E. coli*) and are the second most common type of infection in the body. UTIs account for about 11 million doctor visits each year and an estimated US health care cost of more than \$1 billion.

“PACran not only guarantees the amount of active compound responsible for the prevention of urinary tract infections but we now have shown it to be clinically effective in a low dose,” said Doug Klaiber, DBS general manager. “We continue to invest our resources in PACran which has set a new standard for all cranberry products on the market.”

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.”

Learn more about PACran and the importance of proanthocyanidins (PACs) on the newly launched web site <http://www.PACran.com>.

#### **About Decas Botanical Synergies (DBS)**

Headquartered in Carver, Massachusetts, Decas Botanical Synergies (DBS), a subsidiary of Decas Cranberry Products, Inc., 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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