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OMNIACTIVE HEALTH TECHNOLOGIES HIRES INDUSTRY VETERAN RICK KAISER AS DIRECTOR OF SALES

SHORT HILLS, N.J., February 3, 2010 — OmniActive Health Technologies today announced that Rick Kaiser has joined the company as Director of Sales. In this role, Kaiser will be responsible for securing new accounts, managing sales activities including lead generation and trade show activity, and marketing the company's proprietary weight management and eye health ingredients. Kaiser brings more than 30 years of sales experience in both the pharmaceutical and nutraceutical industries.

"We are pleased to have Rick join the OmniActive team and feel that his extensive industry experience and strong reputation will be invaluable as we continue to grow and strengthen our sales initiatives," noted Hiren Doshi, Vice President, OmniActive Health Technologies. "We are confident in Rick's ability to effectively communicate the health benefits and clinical science behind our ingredients and continue to expand our client base across North America."

Kaiser has held numerous executive sales and marketing positions at leading companies including Advana Science, Inc., Bioriginal Food & Science Corporation, Nutrition 21 and Bristol-Myers. He comes to OmniActive with solid experience in brand development, account generation, sales force management and training, and marketing of natural ingredients.

About OmniActive Health Technologies:

OmniActive Health Technologies, Ltd. (www.omniactives.com) supplies a range of innovative, scientifically validated, active natural ingredients for healthcare, food and personal care applications. The company offers the world's first and only complete source of both free lutein and lutein esters, as well as a unique combination of lutein and zeaxanthin isomers, under its Lutemax® line of ingredients. OmniActive also offers the weight loss ingredient Capsimax™ Capsicum Extract, manufactured from the active principles of hot red peppers, as well as Capsimax™ Plus Blend, a proprietary blend containing Capsimax Capsicum Extract and other natural thermogenic and performance-boosting agents for use in a range of weight management and sports nutrition products. OmniActive has a wholly owned US subsidiary, OmniActive Health Technologies, Inc. in Short Hills, NJ, and conducts operations from its manufacturing, R&D and corporate facilities at Pune, Mumbai, Thane and Cochin, India. OmniActive's manufacturing facilities are certified for the quality and food safety management systems under ISO-22000(2005) and cGMP standards.