

**The Australian Stock Exchange Limited  
Companies Announcements Office  
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**PRESS RELEASE FROM CHR HANSEN ON THE EXCLUSIVE GLOBAL  
DISTRIBUTION AGREEMENT WITH PROBIOMICS LIMITED**

Probiomics Limited ("Probiomics" ASX Code:PCC) is pleased to advise that Chr Hansen A/S of Horsholm, Denmark, announced the signing of global agreement with Probiomics Limited last night through the attached press release.

**CONTACTS**

Mr Ashok Jairath - Chief Financial Officer and Company Secretary  
Tel: 02 9844 5422  
Email [ashok.jairath@probiomics.com.au](mailto:ashok.jairath@probiomics.com.au)

Sune Schmolker  
Director, Commercial Development, Human Health, Chr. Hansen  
Tel: +45 4574 7108  
Email: [dksus@chr-hansen.com](mailto:dksus@chr-hansen.com)

**About Probiomics Limited**

Probiomics has proprietary ownership of a unique probiotic strain – PCC®

PCC® has been clinically proved to have superior qualities – particularly in promoting systemic immune response.

Probiomics' commercial objective is to earn royalties from licensing PCC® to distribution companies selling products in global markets.

For further information, please go to [www.probiomics.com.au](http://www.probiomics.com.au)

### **About Chr. Hansen**

Chr. Hansen is a global biotechnology company that provides natural ingredients to the food, dairy, dietary supplement, pharmaceutical, and agricultural industries. Chr. Hansen is a leading supplier of food cultures, probiotics, enzymes, colors, and functional systems. Chr. Hansen offers superior documentation and innovation within probiotics for the food, agricultural, dietary supplement, infant formula and pharmaceutical industries. It has specialist staff who are able to provide knowledge, inspiration, support, and customized solutions to customers to create successful probiotic product portfolios.

For further information, please go to [www.chr-hansen.com/probiotics](http://www.chr-hansen.com/probiotics)



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Chr. Hansen A/S

Bøge Alle 10-12

DK-2970 Hørsholm

Denmark

Phone: +45 45 74 74 74

Fax: +45 45 74 88 88

# Chr. Hansen adds a new member to its world-class probiotics family

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Chr. Hansen signs an exclusive agreement with biotech company Probiomix Ltd., securing the rights to market the patented probiotic strain *Lactobacillus fermentum* PCC® which has documented benefits to immune health.

## A perfect match

“Signing the agreement is the result of more than two years of negotiations between Chr. Hansen and Probiomix - and the beginning of a fantastic partnership. We cannot wait to introduce the PCC® strain to Chr. Hansen’s probiotic customers,” states Chr. Hansen’s Sune Schmoelker, Director, Commercial Development, Human Health.

CFO at Probiomix Ltd., Ashok Jairath concurs: “Chr. Hansen being the global market leader within probiotics, this is the perfect partner for us to distribute *L. fermentum* PCC®.”

## Documented immune benefits

PCC® which is owned by the progressive biotech company Probiomix Ltd. in Australia is a very promising strain within immune health. Several clinical studies in various indication areas have been conducted and PCC® has shown to be effective in relation to atopic dermatitis, as an adjuvant to flu vaccine, and in supporting the immune response in athletes.



## New convincing human study

Just a few months ago the Australian Institute of Sport (AIS) and Chr. Hansen finalized a larger immune study in a group of 99 sports athletes.

The double-blinded, placebo-controlled study documented that PCC® was effective in reducing the severity and illness load of chest infection and medication use associated with respiratory tract infections (colds and flus) in males. Furthermore, the researchers found that consuming PCC® moderated the negative effects of

exercise stress on the immune system. The study is expected to be published in 2010.

It was the second study in athletes clearly supportive of PCC® in relation to immune health.

## Tipping the scale

“The studies conducted in athletes are very promising. The latest study (mentioned above) definitively confirms the efficacy of PCC® and I think it is fair to say that this scientific confirmation is what tipped the scale and settled the agreement,” concludes Sune Schmoelker, Chr. Hansen.

Related News:

 [Highlighting the science behind our probiotics](#) - 15-10-09 08:30

For further information please contact:

Ulrik Raabjerg Søndergaard, Communications Consultant

Phone: +45 45 74 71 09

E-mail: [DKURS@chr-hansen.com](mailto:DKURS@chr-hansen.com)