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Press Release

For Immediate Release

November 15, 2006

Probiotics Recommended for Seniors

Dateline: Walnut Creek, California

Nebraska Cultures, a pioneer and leader in the nutritional supplement industry, continues its campaign to educate consumers about the value of probiotics by targeting an aging population.

Founded in 1981 by Dr. Khem Shahani, Nebraska Cultures is a company dedicated to cultivating and distributing premium probiotic raw materials to America's foremost supplement manufacturers. Innovative manufacturing processes and pioneering research are the hallmarks of Nebraska Cultures.

As part of its national consumer education program, Nebraska Cultures will be dedicating a portion of its informational website www.TheRightProbiotic.com to providing consumers over the age of 60 with valuable health tips such as:

Science has demonstrated that seniors can defend themselves against a whole list of digestive problems by simply adding probiotics to their diet. It has been shown that people over the age of 60 have around 1000-fold fewer of the life-promoting friendly bacteria in their gut. The remaining balance is more heavily weighted towards 'unfriendly' bacteria, which may make seniors more susceptible to gastrointestinal infections and bowel conditions such as constipation, gas, bloating, and irritable bowel syndrome.

In addition, evidence from clinical trials suggests the elderly can also benefit from probiotics to help reduce malnutrition by helping with lactose intolerance, increasing production of B-vitamins, and aiding in calcium absorption. Probiotics have also been shown to boost immunity.

Nebraska Cultures launched their impartial consumer education program in December of 2005. The program provides unbiased information on the value of probiotics and their profound effect on consumers' health. The program includes the distribution of fact sheets through health and nutrition retail stores along with a formidable commitment to the development of a web-based consumer information site.

Nebraska Cultures' Dr. Shahani's ® DDS-1 strain of *Lactobacillus acidophilus* and other probiotics can be found in a variety of proprietary formulas sold by numerous manufacturers in health food stores and online nationwide.

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