

Press Release
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NEBRASKA[®]
CULTURES

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Natural Wellness Centers Celebrates Five Years of Pet Probiotic Sales

WALNUT CREEK, Calif. (March 30, 2011) – Natural Wellness Centers is celebrating five years of supplying superior pet probiotics – most notably in its Ultra-Pet Products line, Total-Biotics[®].

Natural Wellness Centers has been exclusively using Dr. Shahani's[®] probiotics – partnering with Nebraska Cultures Inc., the creator and supplier of the DDS-1 strain of *Lactobacillus acidophilus*, since March 9, 2006. “We’ve found that Dr. Shahani’s probiotic strains are the most effective ones on the market,” said Dr. John Taylor, owner of Ultra-Pet Products. “They work by cleaning out your pet's intestines of the toxins and other material left behind after digestion has failed. In doing this, they reestablish the pH balance, allowing your pet's body to once again become healthy and fight potential disease and infection better than ever.”

Total-Biotics[®] is not just for sick pets, it is one of the most powerful high colony-forming formulae in the world, supplying a half billion colony-forming units of 11 different strains of good bacteria matched to each cup of food consumed. Pets that are convalescing will benefit greatly from this product, and it is essential that all pets have a daily supplement of probiotics to build their susceptible immune systems.

Total-Biotics[®] combines the latest research and clinical studies into one powerful formula. The probiotics in this formula were selected after consulting with Dr. Khem Shahani from

the University of Nebraska, widely recognized as one of the world's foremost authorities on beneficial bacteria supplementation. Total-Biotics® uses 11 strains of probiotics to help clean pets' systems of toxins and improve nutrient absorption.

For more information on Dr. Shahani's® probiotics, please visit:
<http://www.drshahaniprobiotics.com>.

About Natural Wellness Centers

Since 1995, Natural Wellness Centers of America Inc. has been family owned and operated by John R. Taylor and Marguerite G. Taylor, both Naturopaths since 1999. NWC Naturals™ offers truly all natural products, including probiotics, digestive enzymes and more. Its probiotics, enzymes and whole food supplements are all vegetarian based and are made from the finest ingredients available. The mission of Natural Wellness Centers is to enhance the education and development of natural health professionals as well as their clients and patients, to formulate cutting edge nutritional products while holding to the strict standards of true natural health while using no chemical vitamins made from oil byproducts, and to use its knowledge of natural health, probiotics and enzymes to enhance the lives of entire families, as well as their pets.

About Nebraska Cultures

Since 1981, Nebraska Cultures has supplied the natural products industry with the finest probiotic cultures – the Dr. Shahani's® brand – specializing in the DDS-1 strain of *L. acidophilus*. Nebraska Cultures remains at the forefront of the probiotic industry by performing new research, increasing consumer awareness, growing its business overseas and expanding into functional foods.

As one of the most influential probiotics scientists to date, Dr. Khem Shahani began his landmark research on *Lactobacillus acidophilus* at the University of Nebraska in the late 1950s. There he discovered a particular strain of *L. acidophilus* that showed superior growth, stability and nutritional viability. Dr. Shahani would later name the strain DDS-1 for the Department of Dairy Science Number One strain and spend the rest of his career unlocking its potentials for improving overall health.

For more information about the DDS-1 strain of *L. acidophilus* or Nebraska Cultures, please visit:
www.nebraskacultures.com or call toll free 1-877-377-4242.

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