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**Jones International
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Press Release

For Immediate Release

March 5, 2007

Nebraska Cultures Continues Their Mission to Expand World-Wide Education on Probiotics

Dateline: Walnut Creek, California

Nebraska Cultures, Inc., a pioneer and leader in the nutritional supplement industry and driving force behind the campaign to educate consumers about the value of probiotics, announced today that their Chief Scientific Advisor Robert W. Hutkins, Ph.D. has been appointed to the Scientific Board of the IPA (International Probiotic Association). Dr. Hutkins, who was the first to be awarded the Khem M. Shahani Professorship in Food Science & Technology at the University of Nebraska – Lincoln in the fall of 2005, is considered to be a strong proponent of consumer education and will bring a unique and knowledgeable perspective to the IPA.

The IPA will be holding its First World Congress on November 9-10, 2007, at the Beverly Hilton Hotel in Los Angeles (Beverly Hills), CA. On the agenda for this conference will be a discussion of consumer perceptions of probiotics in the U.S., Europe and Asia. This would be an overview of probiotic awareness, public acceptance and world-wide probiotic consumption. It has already been pre-determined that the principal goal of the congress is to increase probiotic awareness and consumption of probiotic foods throughout the world.

Dr. Hutkins, who worked closely with Dr. Shahani for a number of years, is sure to bring a unique perspective to the table regarding world-wide consumer education.

Dr. Khem Shahani, noted for his pioneering research in the field of probiotics and the DDS-1 strain of *L. acidophilus* at the University of Nebraska, founded Nebraska Cultures in 1981. Today, the company is dedicated to manufacturing and distributing premium probiotics to America's foremost supplement manufacturers. Proprietary manufacturing techniques and branded raw ingredients are the hallmarks of Nebraska Cultures.

As part of their international consumer education program, Nebraska Cultures is developing an informational website, www.TheRightProbiotic.com, to provide consumers with a valuable resource for probiotics.

Nebraska Cultures will be sponsoring an information booth (#2007) at the Natural Products Expo West in Anaheim, California, March 9 – 11, 2007. Everyone is invited to come by.

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