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**Jones International
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Press Release

For Immediate Release

September 12, 2006

25 Years Supplying the Nutrition Industry with Good Health

Dateline: Walnut Creek, California

Nebraska Cultures, a pioneer and leader in the nutritional supplement industry, continues the year-long celebration of their 25th anniversary.

In 1981, Dr. Khem Shahani founded Nebraska Cultures, a company dedicated to cultivating and distributing premium probiotic raw materials to America's foremost supplement manufacturers. Through innovative processes and pioneering research, Nebraska Cultures has become a true leader in the industry. "Very few companies in the nutrition industry can boast of this quarter century milestone", said Don McKenzie, Marketing Consultant for Nebraska Cultures.

One of the venues for the 25th anniversary celebration is the SupplySide West trade show in Las Vegas. SupplySide West is the primary show for manufacturers and research scientists that are seeking innovative and cutting edge raw materials for use in food fortification and nutritional supplements. Nebraska Cultures' booth (#6087) will feature scientific literature demonstrating their commitment to the ever-changing world of nutrition and probiotics. The booth will also display samples from various manufacturers that have incorporated the proprietary Dr. Shahani's® line of probiotic raw ingredients, specializing in the DDS-1 strain of *L. acidophilus*, in their products. Michael Shahani, Director of Operations and son of founder Khem Shahani reported, "All those that stop by the booth will receive a special anniversary gift as an appreciation to the many individuals and companies that have put their faith in the Nebraska Cultures company over the years."

Nebraska Cultures year-long celebration started in December of 2005 with the development of an impartial consumer education program. The program is designed to provide unbiased information as to the value of probiotics and their profound effect on the consumer's health. The program includes the dissemination of fact sheets through health and nutrition retail stores along with a formidable commitment to the development of a web-based consumer information site.

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Visit Nebraska Cultures at Booth #6087 at SupplySide West, Las Vegas, October 19-20, and also at the Pharmachem/American Ingredients Booth #4013, North American Sales Distribution partner for Nebraska Cultures and the Dr. Shahani's brand of probiotic ingredients.

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