FOR IMMEDIATE RELEASE

HEART HEALTHY “SOLID OIL” MAKES U.S. DEBUT AT IFT FOOD EXPO

Trans Fat Free, High Stearic, High Oleic NUTRISUN™ Sunflower Oil Solves Food Industry Predicament

Chicago, July 18, 2010 – Technology Crops International, in partnership with Advanta, announces the U.S. introduction of NUTRISUN™ sunflower oil, a high stearic, high oleic “solid oil” which contains zero trans fat. NUTRISUN oil provides the food industry a much-needed healthy alternative to highly saturated oils such as coconut and palm, and a replacement for fully or partially hydrogenated fats. The innovative new oil suits the needs for food applications in frying oils, bakery products, margarines, ice creams, chocolates, and other foods which require the use of stable fats. Attendees of the Institute of Food Technologists (IFT) Food Expo will be among the first in the U.S. to learn about this novel oil.

In recent years the food industry has faced a tremendous challenge—that of finding replacements for unhealthy fats in foods, while maintaining the flavor and consistency demanded by consumers. Commonly-used animal fats and tropical vegetable oils contain high levels of unhealthy saturated fatty acids (lauric, myristic and palmitic), and partially hydrogenated oils have harmful trans fatty acids that have come under harsh criticism by numerous organizations.

Trans Fats Under Attack
According to the American Heart Association, eating trans fats not only increases bad cholesterol (LDL) and decreases good cholesterol (HDL), but also increases the risk of developing heart disease. It has been estimated that between 30,000 and 100,000 cardiac deaths per year are attributable to the consumption of trans fats. In January 2008, the U.S. Food and Drug Administration began requiring all foods be labeled with the trans fat content. The American Medical Association supports a ban against the use of trans fats in restaurants and bakeries. In July 2008 New York City became the first major U.S. city to ban the use of trans fats in restaurants. Since that time, many other U.S. locations have implemented similar actions.
No Effect on Cholesterol

Stearic acid is the only saturated fatty acid (SFA) that does not affect the plasmatic levels of bad cholesterol (LDL) and does not negatively modify the lipid profile. The stearic acid contained in NUTRISUN oil is therefore considered a “neutral” fatty acid when evaluating its effect on cardiovascular health. Recently, the Dietary Guidelines Advisory Committee of the USDA recognized this difference. In its proposed Dietary Guidelines for Americans issued June 15, the Committee recommends that fats high in stearic not be categorized with known cholesterol-raising fats.

Non-Genetically Modified

Developed using conventional hybrid plant breeding methods, NUTRISUN sunflower oil contains high levels of both oleic and stearic acids. Intellectual property rights for NUTRISUN oil are owned by Advanta, and the sunflower crop is grown, processed and delivered by Technology Crops International. Commercial supplies of NUTRISUN oil will be available on a limited basis in the U.S. this year, with broad availability anticipated in 2012. Attendees of the IFT Expo can learn more about this innovative oil by visiting Technology Crops International at booth number 3375 July 18-20th at the McCormick Place South in Chicago.

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About Technology Crops International

Technology Crops International is a global leader in the evaluation, development, commercialization, and delivery of new and high-value strategic oilseed crops. Crops are grown to meet the Company’s strict Crop Assured 365® standards—its proprietary identity preservation process—which ensures plant products are carefully tracked from the farm field all the way to delivery. With offices in the U.S. and U.K., Technology Crops International supplies clients around the world with safe, sustainable, traceable, and cost-competitive crop-derived products. For more information, visit www.TechnologyCrops.com.

About Advanta

Born more than 100 years ago, Advanta is a leading company in the global seeds and oils market, which permanently invests in research, development and technology. In 2006, Advanta was acquired by United Phosphorus Limited (UPL). Since then, Advanta Semillas in Argentina, Pacific Seeds Thai in Thailand, Pacific Seeds in Australia, Advanta Seed International and Advanta India, are all members of Advanta India Limited. A vertically integrated company, Advanta launched its proprietary technology into the market as NUTRISUN High Stearic, High Oleic Sunflower Oil, the healthy solid oil. For more information, visit www.nutrisunoil.com.

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