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For Immediate Release

P.L. Thomas and Laila Impex Announce Strategic Alliance

Morristown, NJMarch 11, 2005

Laila Impex, the largest producer of herbal extracts in India, and P.L. Thomas (PLT), a leading supplier of food and nutraceutical ingredients, announced today a strategic alliance to develop and market unique herbal nutraceuticals. Currently PLT markets Laila's products and technologies. This alliance formally recognizes both companies' close existing cooperation and the mutual commitment to an intensified and united approach to advanced ingredient discoveries.

Laila's sophisticated analytical capabilities, in-vitro and animal (in-vivo) testing facilities, new state-of-the-art extraction factories, and network of leading, dedicated scientists will be coupled with PLT's marketing and sales expertise. Laila Impex has built and substantially funded a major hospital in their region of Andhra Pradesh as well as an affiliated medical school where physicians conduct human trials. Pharmacists at the college of pharmacy in Hyderabad, India, also funded by Laila Impex, carry out analytical and pharmacological research on the extracts. Backed by these significant resources, the companies will be in a strong position to take exciting and beneficial products through the developmental stages - - from discovery all the way to the marketplace.

Paul Flowerman, president of PLT said, "Laila and PLT have developed the strongest business and friendship ties over the past 20 years. This agreement serves to frame the next level of a focused partnership." Dr. G.V. Subbaraju, vice president of Laila Impex, commented, "PLT's close ties with the marketplace will help to better identify the exact needs of customers, allowing us to devote our scientific efforts to finding optimum solutions."

Laila Impex possesses formidable resources useful to the alliance's objective. The Laila Impex Research Center in Vijayawada, Andhra Pradesh, India has more than 70 scientists, including ten Ph.D.'s. It is a recognized research institution by the Department of Scientific and Industrial Research (DSIR), Government of India. Laila employs and supports numerous doctoral candidates and is affiliated with and actively collaborates with Georgetown University and the Ohio State University Medical Center.

Laila Impex Research Center is a leader in process development for standardized herbal extracts and phytochemicals, as well as the isolation and characterization of marker



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compounds. The Center also does custom synthesis and process development for pharmaceuticals, semi-synthetic natural products, and supports this work with patents and publications.

PLT has 50 years of experience sourcing high quality raw materials from around the world and delivers customized solutions including clinically-supported branded ingredients including 5-LOXIN® from Laila, a unique, standardized *Boswellia serrata* extract enriched to 30% 3-acetyl-11-keto- β -boswellic acid (AKBA).

For more information, please contact Scott Rosenbush at scott@plthomas.com.

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