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PRESS RELEASE

NaturaCell™ wins Vity Award as the Best New Formula Product for 2009

Enzymedica's NaturaCell™, a novel stem cell support formula wins top honors from American retailers in the 2009 Vity Awards conducted by Vitamin Retailer magazine

Port Charlotte, Florida — June 16, 2009: Florida based enzyme manufacturer Enzymedica, Inc., has announced that NaturaCell was recognized as the *Best New Formula Product* in the prestigious 2009 Vitamin Retailer Vity Awards.

NaturaCell, a blend of active botanicals, antioxidants, and enzyme catalysts, utilizes a studied and proven blend to support the normal growth and function of the body's own stem cells. The product contains the patented NT020 blend of wild blueberry extract, vitamin D3, green tea extract, and carnosine, along with glutathione, alpha lipoic acid, SOD, and 6 additional enzymes to enhance potency, maximize immunity and contribute to cellular health.

The formula was jointly developed with Natura Therapeutics, Inc., a Tampa, Florida based research and development company. Natura Therapeutics has NIH grant funding for many nutraceutical and preclinical projects, and their recent work with Enzymedica on NaturaCell offers a proven approach to natural cellular regeneration.

Cyndy D. Sanberg, Ph.D., President and COO of Natura Therapeutics, Inc. shares, "Many people are unaware that adults possess stem cells and that keeping those cells functioning normally can greatly benefit our health, especially as we age. As we age our adult stem cells decrease in number and lose their ability to maintain a healthy immune system. Our research focuses on natural elements of our diet that may protect those cells."

Adult stem cell therapy is an unprecedented step forward in modern medicine. NaturaCell by Enzymedica is a cutting edge product, the first formula of its kind to be offered through the natural products industry.

The Vity Awards honor the industry's best selling products. The results are based on a nationwide survey of health food stores conducted by Vitamin Retailer Magazine. The awards were formally announced in the June 2009 issue of Vitamin Retailer Magazine.

NaturaCell was one of three Enzymedica products which won first place Vity awards in 2009, with Digest Gold topping the *Digestive Support Combo* category, and Acid Soothe winning top honors in the *Natural Indigestion Remedy* category. This is the third consecutive year that Enzymedica has garnered a win in the annual survey.

To learn more about NaturaCell and other Enzymedica enzyme products, please visit www.enzymedica.com.

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About Enzymedica, Inc.:

Florida-based Enzymedica, Inc., was founded in 1998 to offer consumers targeted enzyme products that address digestion issues, food allergies and intolerances, cardiovascular issues, immune function and inflammation. The exclusive Enzymedica Thera-blend™ process combines different strains of each major enzyme to work more broadly in the digestive tract and throughout the entire body. Enzymedica's products are made from only the highest quality plant and plant-based enzymes.

About Natura Therapeutics, Inc.

Natura Therapeutics was founded by leading scientists from the University of South Florida in Tampa. Natura Therapeutics is a science-based company that is committed to developing high quality nutritional products. The company's products are researched and developed by a team of leading experts in the fields of nutritional science and adult stem cell research. In the ever-growing nutritional product market, Natura Therapeutics believes that optimal health begins at the cellular level. Because the company takes a science-based approach to product development, Natura therapeutics allocates a portion of profits to the continued research of adult stem cells as well as the development of new and improved products. For more information, visit the Web site at www.naturatherapeutics.com.

About the Vity Awards:

The annual Vity Awards honor the industry's best-selling products based on a nationwide survey of health food stores conducted by *Vitamin Retailer* magazine. The winners of the 2009 survey will be announced in the June 2009 issue of *Vitamin Retailer*.

