

Novus International Partners with Vitamin Angels on New Zinc Program

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Novus International is partnering with Vitamin Angels on a new humanitarian program that supplies children with zinc in order to relieve severe diarrhea. Partnering with Vitamin Angels aligns perfectly with Novus's corporate vision to help feed the world affordable, wholesome food and achieve a higher quality of life.

This partnership coincides with Novus's decision to expand the scope of its solutions to include ingredients and technologies that can be directly utilized in supplements, beverages and foods. As part of the partnership, the company has committed to making significant donations in the way of monetary funds, as well as raw material zinc.

This large-scale humanitarian project coordinated through Vitamin Angels Thrive to Five program is being launched during the group's 2009 Celebration of Angels Event at the Natural Products Expo East Tradeshow in Boston on September 25th. The new zinc program will provide relief for diarrhea, one of the most widespread and deadly health problems affecting children under the age of five around the world. The program will be launched in Sauri, Dertu, and Eldoret Kenya, with plans to extend to other areas of need worldwide.

About Novus International Inc.

Novus International, Inc. is a global leader in creating science-based health and nutrition solutions. Over 2,500 nutritionist, producer, veterinarian and feedmill customers in more than 90 countries trust the Novus product family to be an integral part of their daily animal agriculture operations. Novus is privately owned by Mitsui & Co. (U.S.A.), Inc. and Nippon Soda Co., Ltd. and is headquartered in metro Saint Louis, Missouri, USA. Novus's Mission is to "help feed the world affordable, wholesome food."

About Vitamin Angels

Vitamin Angels is dedicated to reducing child mortality worldwide by advancing availability, access and use of essential micronutrients, especially vitamin A, to newborns, infants and children under five. In 2009, Vitamin Angels will connect over 10,000,000 children in over 30 countries, including the US, with the vital nutrients they need as a foundation for good health. To learn more about the problem of global malnutrition, micronutrient deficiencies, and Vitamin Angels' solution for change, visit www.vitaminangels.org.