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**SCIENCE BEHIND HOT RED PEPPER EXTRACT CAPSICUM FEATURED  
AT SUPPLYSIDE EAST EDUCATION SEMINAR**

Capsimax™ Ingredient Supplier OmniActive to Attend Presentation

SHORT HILLS, N.J., April 22, 2009 — SupplySide East attendees interested in a new science-backed food-derived ingredient shown to reduce human appetite levels and increase energy expenditure should plan to attend "The Untapped Potential of Hot Red Pepper Extract," a 50-minute educational session presented by Richard Bloomer, Ph.D., assistant professor, Department of Health and Sport Sciences at The University of Memphis. As the formulators of the new ingredient Capsimax™ Capsicum Extract, OmniActive Health Technologies representatives will be in attendance to support awareness of capsicum extract's unique weight management properties.

Set for Monday, April 27 at noon in Room B of Secaucus, N.J.'s Meadowlands Exposition Center, Dr. Bloomer's presentation will review capsicum extract's active principals and clinical study results surrounding capsicum extract natural blends; explore emerging applications in weight management and sports nutrition supplements; and discuss effective methods for nutritionists to incorporate and encapsulate capsicum extracts into new dietary formulations at functionally effective levels.

"We are pleased that capsicum extracts' unique calorie-burning properties are being highlighted in this year's SupplySide education program," said OmniActive's Hiren Doshi. "We look forward to Dr. Bloomer's thorough research overview, and feel this presentation will be of great interest to show attendees."

**About OmniActive:**

OmniActive Health Technologies, Inc., supplies a range of proprietary active ingredients and advanced delivery platforms for ingredients used in healthcare, food, and personal care applications. OmniActive is the world's first complete source for the entire range of macular xanthophylls for food fortification and dietary supplementation including Lutemax® Free Lutein, Lutemax® Lutein Esters and the patent pending range of specialized Zeaxanthin products. A proprietary blend containing OmniActive's newest ingredient, Capsimax™ Capsicum Extract, has been clinically proven to increase the amount of calories burned before, during and after exercise by 12 times. The company's manufacturing facilities are certified for the quality and food safety management systems under ISO-22000(2005) and cGMP standards.

**About SupplySide:**

SupplySide East offers hundreds of exhibitors showcasing thousands of innovative ingredients, an unmatched 4-track education program and extensive networking opportunities. Now in its 11th year, SupplySide East is a must-attend event for developers and marketers of foods, beverages, dietary supplements and cosmeceuticals. SupplySide East returns this year to Secaucus, N.J. April 27-29, 2009. For more information, visit [www.supplysideshow.com/east](http://www.supplysideshow.com/east)