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OMNIACTIVE'S LUTEMAX™ 20% OIL SUSPENSION INGREDIENT RECEIVES QUALITY APPROVAL FROM CONSUMERLAB.COM

Certification Underscores the Company's Ongoing Commitment to Providing Ingredients of the Highest Quality and Purity

SHORT HILLS, N.J., February 8, 2010 — OmniActive Health Technologies, Inc., today announced that its Lutemax™ free lutein 20% oil suspension ingredient was tested in an independent laboratory blinded to the ingredient's identity and recognized as an "Approved Quality Product" by ConsumerLab.com through its Raw Materials Testing Program. ConsumerLab.com tested OmniActive's Lutemax free lutein 20% oil suspension ingredient and confirmed that it contained at least 100% of its claimed amount of lutein and zeaxanthin and did not exceed the State of California's Prop 65 limits for lead.

"By commissioning an independent review of our ingredients, we are reaffirming our ongoing commitment to rigorous safety testing and quality assurance protocols. While our customers in the industry are well informed about the commitment to exacting standards of quality and safety built into our ingredients based on their day-to-day experience, receiving this recognition from ConsumerLab.com further underscores that commitment to the general public as well," noted Hiren Doshi, Vice President, OmniActive Health Technologies, Inc. "We are very pleased to receive third-party confirmation of the quality and purity of Lutemax free lutein 20% oil suspension as signified by the CL Seal of Approval and plan to have several of our other ingredient offerings tested through this system in the future."

In addition to commissioning independent testing of its ingredient offerings to verify their quality, safety and purity, OmniActive Health Technologies, Inc. also adheres to the strictest quality control standards for its manufacturing processes. The company's manufacturing facilities meet the FDA's Good Manufacturing Practices standards for dietary supplements and are also certified for quality and food safety management systems under ISO-22000(2005).

About OmniActive Health Technologies:

OmniActive Health Technologies, Ltd. (www.omniactives.com) supplies a range of innovative, scientifically validated, active natural ingredients for healthcare, food and personal care applications. OmniActive has a wholly owned US subsidiary, OmniActive Health Technologies, Inc. in Short Hills, NJ, and conducts operations from its manufacturing, R&D and corporate facilities at Pune, Mumbai, Thane and Cochin, India. OmniActive's manufacturing facilities are certified for the quality and food safety management systems under ISO-2000(2005) and cGMP standards.

About ConsumerLab.com:

ConsumerLab.com, LLC is the leading provider of independent test results and information to help consumers and healthcare professionals evaluate health, wellness and nutrition products. The group publishes results of its tests on its popular website, www.consumerlab.com. In addition to the products it selects to review, ConsumerLab.com enables companies of all sizes to have their products voluntarily tested for potential inclusion in its list of Approved Quality products. The company is privately held and based in the White Plains, New York area. It has no ownership from, or interest in, companies that manufacture, distribute or sell consumer products.