

Press release – 12/09/2011

**Biovelop announces exclusive Distribution Agreement for PromOat™ beta glucan in
Canada with Quadra**

Biovelop AB, the Swedish company which specializes in the fractionation of grains and production of oat ingredients, has announced the signing of an exclusive Distribution Agreement in Canada for its PromOat™ product.

PromOat™, which is rich in oat beta glucan soluble fibre, the healthiest part of the oat, will be distributed throughout Canada by Quadra.

David Peters, Director of Sales and Marketing for Biovelop, commented: “We are very pleased to be working in Canada with Quadra. Canada is a particularly health-conscious market and Quadra’s extensive market knowledge, strong customer relationships and technical know-how will enable us to deliver the benefits of PromOat™ to a wide audience of food and beverage manufacturers.”

PromOat™ is a naturally-separated, oat beta glucan-rich, soluble fibre which, thanks to Biovelop’s patented, chemical-free technology, can be added to a wide range of foods & beverages, thereby bestowing the health benefits of oats on those products but crucially without the oat taste, colour or graininess.

“PromOat™ is a great way for food and beverage manufacturers to make their products healthier and clean-label, while it also performs some important technical functions,” said Peters. “PromOat™ is the perfect way to extend the benefits of oats beyond breakfast and throughout the day.”

“We are very excited to be working with Biovelop to bring PromOat™ to the Canadian market,” said Christine Infilise, Business Development Manager for Nutritional and Functional Ingredients at Quadra. “There is a lot of interest from the Canadian consumer for healthier foods and PromOat™ is a perfect fit for this trend.”

For further information on PromOat™, please visit www.promoat.com

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About Quadra

Quadra is a leading Canadian distributor of specialty and commodity ingredients for the food industry. Quadra has a specialized sales and marketing team that provides strong technical support and extensive market knowledge. Quadra's long term, stable partnerships with customers and suppliers enable them to identify industry trends and market conditions in today's fast-paced, changing environment. Quadra has a national infrastructure and logistical expertise.

About Biovelop

Biovelop is the world's leading producer of oat beta glucan and other specialty ingredients from oats. Using its patented, chemical-free technology for the fractionation of grains, Biovelop produces natural, healthy ingredients for cosmetics and personal care products under the brand name Avenacare™, and for food, beverage and nutritional supplements under the brand name PromOat™. The company is headquartered in Kimstad, Sweden and its products are sold globally via an extensive network of distribution companies.

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