

Press release – 03/05/2011

Biovelop Announces the Signing of New Distribution Agreements Around the World

Biovelop AB, the Swedish company which specializes in the fractionation of grains and production of oat ingredients, has announced the signing of Distribution Agreements for its PromOat™ beta glucan soluble fibre ingredient in a further thirteen countries around the world.

The newly-signed agreements cover the distribution of PromOat™ in Belarus, Belgium, Canada, Finland, Iran, Luxembourg, Malaysia, the Netherlands, Russia, Singapore, South Africa, Taiwan and Ukraine.

David Peters, Director of Sales and Marketing for Biovelop, commented: “We are delighted to have signed agreements with our distribution partners in Asia, Europe, North America and the Middle East to complement those already in place in the UK and Australia. The level of excitement and interest in PromOat™ from distributors in such a diverse range of countries reflects both PromOat™’s versatility as an ingredient and also its truly global appeal to food, beverage and supplements manufacturers. This has put us in the enviable position of being able to work with some of the finest distribution companies in the world.”

The complete list of distributors of PromOat™ can be found in the Contacts section of the PromOat™ website: www.promoat.com/contact

END

For further information on PromOat™, please visit www.promoat.com or email promoat@biovelop.com

For press enquiries, please contact Sam Houston at The Impact Agency on +44 20 7580 1770 or email sam@impactagency.co.uk