

PRESS RELEASE

TO THE EDITOR

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FUJI CHEMICAL ANNOUNCES THE FORMATION OF A NEW US BASED SUBSIDIARY

Mount Laurel, NJ: Fuji Chemical Industry Co., Ltd. announces the formation of a new US based subsidiary, FCI Health Science, Inc., located in Mount Laurel, NJ. The new company, headed by president, Charles DePrince, was formed on January 2, 2004 with the mission of marketing Fuji's ingredients to the nutritional, personal care and pharmaceutical industries. To accommodate this mission and to better facilitate customer communication and technical support, FCI has established marketing offices on both the East and West Coasts.

The formation of FCI Health Science, Inc. comes on the heels of Fuji's acquisition of the Swedish company, BioProcess AB(formerly AstaCarotene AB), completing a global network spanning Asia, North America and Europe. This global presence positions Fuji as the leading producer of astaxanthin from the microalgae, *Haematococcus pluvialis*. Fuji's astaxanthin production facilities, boasting totally enclosed bio-systems, are located in both Hawaii and Sweden.

One of the primary missions of FCI Health Science is to establish a strong market position for astaxanthin within North America. "By strong market position we mean two things. First and

foremost is to develop a strong consumer awareness and acceptance of astaxanthin. We see the early signs of a groundswell for this high functioning carotenoid but there is still much work to be done. Second, is to establish FCI as the premier supplier for the astaxanthin of choice", said DePrince.

Fuji Chemical Industry Co., Ltd., established in 1946 in Toyama, Japan, manufactures and markets pharmaceutical and nutritional ingredients globally.

For more information about FCI's products, please contact:

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