

PRESS RELEASE

TO THE EDITOR

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AstaREAL[®] Receives 2009 Frost & Sullivan Product Innovation Award

Toyama, Feb 4, 2010 – Fuji Chemical Industry Co., Ltd. (Fuji), the Japanese pharmaceutical manufacturing company, announced that it has been recently selected by Frost & Sullivan as the recipient of the 2009 Asia Pacific Product Innovation Award for AstaREAL[®] in the category of Ingredients for Dietary Supplements.

Frost & Sullivan selected Fuji for its efforts in the research and development of AstaREAL, the highly potent carotenoid antioxidant called astaxanthin. AstaREAL astaxanthin has been proven by Fuji to offer a number of health benefits including eye fatigue, muscle endurance and skin health which can be used in the development of dietary supplements.

Mr. Mitsunori Nishida, President and CEO of Fuji Chemical Industry Ltd., speaks about the development of AstaREAL worldwide, “It has taken us 15 years of intensive research, process development, and market development to become the most vertically integrated supplier of natural astaxanthin made from the microalgae called *Haematococcus pluvialis*. This was possible through the collaborative efforts of Japanese, Swedish and American scientists within the Fuji group. The award certainly lifts the group’s morale and highlights Fuji’s long term commitment for AstaREAL. Asia Pacific is an important region for us, so leveraging the industrial recognition will help us a lot in adding brand value for current and new customers.”

AstaREAL astaxanthin, available in both oil and powdered forms has been developed for use in dietary supplements. There is strong evidence from a number of clinically proven studies and human clinical trials to support the fact that the antioxidant profile of AstaREAL astaxanthin is exceptional when compared to the other common antioxidant products available.

Frost & Sullivan Industry Analyst Ms Archana Jayarajah points out, “Notably, the firm's AstaREAL astaxanthin is cultivated in an ultra-clean BioDome™ system in Maui, Hawaii and state-of-the-art photobioreactors in Gustavsberg, Sweden. AstaREAL’s safety and efficacy is supported by a set of comprehensive studies conducted on both animal models and humans to explicitly suggest the lack of any toxicological finding that renders the product safe and effective to use.”

Foreseeing the challenges ahead such as tougher market and regulatory requirements, Fuji’s pharmaceutical background proves useful. The company has an efficient information network in place amongst the Research and Development, Marketing, Manufacturing, and Quality Control units which has enabled them to work on the needs and requirements of their customers as well as regulatory needs. Their other goal focuses on increasing global awareness and acceptance of AstaREAL astaxanthin health benefits through evidence backed communication.

About Fuji Chemical Industry Co., Ltd.

Established in the year 1946, Fuji Chemical industry Co. Ltd is headquartered in Kamiichi, Toyama, Japan. The company started out as a bread-yeast maker and grew into a pharmaceutical manufacturer of high performance raw materials and quality custom manufacturing services. In 1994, Fuji commercially entered the nutraceutical market. AstaREAL astaxanthin is a carotenoid antioxidant for use in dietary supplements and cosmetics. Fuji is committed to producing unique value added products that contribute to the health of societies all over the world. Please visit www.fujichemical.co.jp.

Best Practice Award Research Methodology

The award is given each year to the company which has demonstrated leadership in its industry. To choose the award recipient, the analyst team tracks vertical market trends. This is followed by collecting data, based on predetermined measurement criteria, from all the market participants through interviews and extensive secondary research. The collected data is analyzed, and rankings are ascertained from data results. Frost & Sullivan then presents the Award to the company that received the highest industry rank. Please visit www.awards.frost.com.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 40 offices on six continents. To join our Growth Partnership, please visit www.frost.com

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