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Provexis plc ("Provexis" or the "Company")

Fruitflow®: extension of health claim widens potential marketplace

Provexis plc, which focuses on the discovery, development and licensing of scientifically-proven functional food, medical food and dietary supplement technologies, announces a widening of the European Food Safety Authority (EFSA) opinion on the Company's lead product, Fruitflow®.

On 28 May 2009 the Company announced that EFSA had adopted under Article 13(5) of Regulation EC 1924/2006 a scientific substantiation of a health claim confirming that a cause and effect relationship has been established between consumption of Fruitflow® and the reduction of platelet aggregation in humans. The European Commission subsequently authorised the use of the claim that Fruitflow® "helps maintain normal platelet aggregation, which contributes to healthy blood flow".

In May 2009 the conditions of use for the claim were specified formally in relation to the usage of Fruitflow® in fruit juices, flavoured drinks and yoghurt drinks. In order to ensure the broadest commercial opportunity for the technology, the Company submitted a supplementary dossier to gain formal approval for usage of Fruitflow® in dietary supplement formats (which includes tablets, capsules and sachets). The Company is pleased to report that EFSA has now approved this dossier, giving authority for the health claim to be extended to usage in dietary supplements.

Stephen Moon, Chief Executive, commented:

"The dietary supplements segment of the market is very important to the commercial success of Fruitflow, particularly given the leading position our Alliance partner DSM enjoys in this sector. Therefore this new approval, in addition to further endorsing our credentials as a leader in the development of scientifically-proven functional foods, also underpins the prospects for the commercial launch of the technology by DSM."

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