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Probi and Bringwell enter long-term partnership in the Nordic market

Probi has entered into a long-term partnership with Bringwell, the leading supplier of dietary supplements in the Nordic region. With Probi's support, Bringwell will launch Probi's new dietary supplement for immune health, and the dietary supplement for digestive health, which is already marketed in more than 25 countries.

The products will be launched under Probi's own brands ProbiFrisk and ProbiMage. This is Probi's first launch of the immune product as a dietary supplement. ProbiFrisk is clinically documented in immune health and common colds and will be sold in the form of a chewable tablet. ProbiMage will be sold in capsule form.

Combined, the products are based on approximately 50 clinical studies in immune health and digestive health. ProbiFrisk and ProbiMage will be sold in pharmacies and health food stores. The products will be launched in Sweden during the first quarter of 2010 and in the other Nordic markets in the third quarter of 2010.

The products have significant market potential in the Nordic region and are likely to contribute significantly to Probi's growth in the years ahead.

"In strategic terms, the launch of dietary supplements under our own brands in our home market is a step forward in the market value chain. Bringwell has the most efficient marketing and sales organisation in dietary supplements in the Nordic region and Probi has the strongest product offering of probiotic dietary supplements," says Michael Oredsson, CEO of Probi.

"We consider Probi the partner of choice in probiotics due to its unique probiotic strains and the renowned strength of its science and clinical work. We are very pleased to have the opportunity to work with Probi in a partnership where both companies will contribute resources and expertise in their respective specialist fields," says David Rönnberg, CEO of Bringwell.

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About Probi
Probi is a leading player in probiotics research and the development of efficient and well-documented probiotics. The research areas include: gastrointestinal tracts, immune system, metabolic syndrome and stress and recovery. Probi's customers are leading companies in the functional foods and dietary supplement business areas. Total income for 2008 was MSEK 69.4, of which the majority represented royalties. Probi's share is listed on the Nasdaq OMX Stockholm, Small Cap. Probi has approximately 4,500 shareholders. Read more on: www.probi.se

About Bringwell
Bringwell is the Nordic region's leading supplier of self-care products. In 2008, the company had sales of MSEK 801.2, with a gross margin of more than 60%. Bringwell's strategy is to grow organically and through acquisitions. During 2008, Bringwell acquired the Nordic rights to a number of Scandinavia's most important health food products, including Kan Jang, Chi San, Chisandra, Arctic Root, Russian Root and Femineral. In addition, Bringwell acquired Biokraft AB, which provides the company expanded production capacity and a broader product portfolio. Bringwell AB (publ) is listed on First North and Evli Bank Plc. is its Certified Adviser. Bringwell develops its own clinically documented brands and patented compounds. To supplement its own brands, Bringwell in-licenses attractive products for sale in the Nordic market. Read more on: www.bringwell.com