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**Young Minnesota Company Offers Natural Alternative
to Synthetic Food Dyes**

**Unique New Non-GMO "Purple Corn"
Poised To Make Positive Market Impact**

Afton, Minnesota, February 19, 2009 – This story is about a company that combined an excellent idea with a growing need and made it reality. Today, this young Minnesota group is offering an alternative to synthetic food additives, providing the world with a new and natural choice, while at the same time creating jobs.

The company is Suntava™, a development-stage firm that has created a natural purple corn hybrid from which natural red dyes are extracted for use as a healthy option to the synthetics found in many foods, beverages and cosmetics.

Synthetic dyes have been common in the food chain since the early 1900's, and today are five times more prevalent in our diets than they were 30 years ago. Suntava's "purple corn" based product offers a substitute for synthetics – and comes from a safe, non-GMO product anyone can use.

Due in part to health concerns that have risen recently in the United States and Europe, and to the growing desire for natural products, some, like Whole Foods Market and the Oprah! Program website, have questioned the need for artificial colorants – while calling for natural alternatives.

As this trend brings a greater demand for locally-produced natural dyes, Suntava is ready to meet it, by deriving its product from our most abundant and widely understood crop source: corn.

As part of its mission to succeed, Suntava has positioned itself as a progressive, value-oriented U.S. based company making possible alternatives from a plentiful source, creating more jobs as it grows to meet the increasing demand.

For the past 12 years across two hemispheres, Suntava's founders have developed their unique, natural, purple maize hybrid, extracting the natural dyes abundant in it, while at the same time preserving the quality of the corn's starches, glutens and oils, for other uses that positively affect the food chain. From these successes, Suntava hopes to facilitate penetration and distribution alliances of its unique product in key markets this year and beyond.

For more information, please visit www.suntava.com.