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**Emerging Leader of Natural Colorant,
Antioxidant Product Being Noticed**

***Production Process Preserves Non-GMO “Purple Corn” Starches, Proteins, Oils for
Other Uses in Food Chain***

Afton, Minnesota, September 1, 2009 – Suntava™, a Minnesota company which recently launched a non-GMO all natural alternative to petroleum-derived synthetic food dyes, is making the food and beverage industry take notice.

U.S. children who suffer from hyperactivity, ADHD and other related conditions, plus others with no known pre-existing problems – have shown in studies to be adversely affected by consuming foods and beverages artificially colored by synthetic food and beverage dyes. Over the past 50 years, consumption of products containing these dyes has increased from 12 to 59 mg per day, extending the problem.

The Suntava alternative, a product containing an extraordinarily high level of antioxidants, comes from a natural, purple corn hybrid developed by the company – providing an excellent option to Red Dye #40, an ingredient pervasive in our food chain which may negatively impact child behavior, while delivering no nutritional value.

As the natural dyes abundant in this proprietary crop are extracted, sustainability is ensured and waste minimized, as the quality of its unique starches, proteins and oils remain intact – available for other uses that positively affect the food chain – truly making it a value-added crop.

Switching from petroleum-based dyes to Suntava’s all-natural product is not only feasible, utilizing it can yield direct health benefits nationwide – without risk. The move away from synthetics is building momentum; recently international food marketer Aldi removed six offending petroleum-based colorants from its Australian locations, and UK food giants ASDA, Marks & Spencer, Tesco and Sainsbury are imposing similar bans.

“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,” said Bill Petrich, Suntava president and CEO. “Suntava’s ‘purple corn’ based colorant offers a substitute for synthetic red dye 40 – and comes from a safe, non-GMO crop that is widely known and understood.”

With demand growing, and the phasing out of synthetic dyes occurring, the work of Suntava’s scientists is being noticed by large domestic corporations that want to know more. The company is currently in discussions with a number of potential strategic

partners who understand the sustainable value proposition – that with agreement will provide a healthy alternative to synthetic food dyes.

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

Here's news about a new, natural alternative to petroleum-based food and beverage dyes, from the Minnesota-based Suntava Corporation. Healthy and sustainable, this new Suntava product could help revolutionize the colorant industry. If you'd like to know more we would be happy to help with photos, to arrange an interview and answer questions. We look forward to hearing from you soon.