



EMBRIA™
Health Sciences

FOR IMMEDIATE RELEASE

CONTACT: Amanda Holty
801.538.0777, ext. 106
amandah@imgbranding.com

**Embria's eXselen Receives Prestigious Industry Product Merit Award
*Selenium Ingredient Recognized by Nutrition Business Journal***

CEDAR RAPIDS, Iowa, February 7, 2006 – Embria™ Health Sciences, a raw material manufacturer of science-backed natural ingredients for the human nutrition market, announced today that their organic selenium yeast ingredient, eXselen™, received *Nutrition Business Journal's (NBJ)* 2005 product merit award. The NBJ product merit award honors select products and ingredients that have stood apart from their competitors by positively impacting the industry. An internal committee of NBJ staff and editorial advisory board members determined award recipients. Awards will be presented to attending recipients in an official ceremony at the NBJ Newport Summit in Dana Point, Calif., July 26-28, 2006.

"It is an honor to be recognized for eXselen's unique product attributes by leaders in the industry," said Paul Faganel, president, Embria Health Sciences. "This award will give our manufacturing and business partners increased confidence in the integrity of our organic selenium yeast ingredient."

eXselen is a highly-bioavailable, organic, selenium yeast branded ingredient that is backed by 15 years of research. This selenium yeast shows consistently high levels of selenomethionine – the preferred form of selenium known for its rapid and efficient absorption by the human body. eXselen meets Good Manufacturing Practices (GMPs) and has been laboratory tested for purity, potency and consistency.

Nutrition Business Journal, www.nutritionbusiness.com, is a research, publishing and consulting company serving the nutrition, natural products and alternative health care industries. The monthly executive journal addresses how the nutrition industry impacts the larger food, pharmaceutical and health care industries. It also discusses business activities, market size/growth, trends and opportunities in the nutrition industry.

Embria Health Sciences, www.embriahealth.com, combines science and nature to bring high-quality, research-based natural ingredients to the global human nutrition market. Headquartered in Cedar Rapids, Iowa, Embria's key products are manufactured using a proprietary technology, which produces vital metabolites that deliver nutritional benefits and support increased bioavailability. This premier technology is based on a similar process pioneered by Embria's parent company, Diamond V® Mills, Inc., a leader in animal nutrition ingredients and fermented yeast products since 1943 that has set the standard in the animal nutrition industry for more than 60 years.

###

www.embriahealth.com

838 1st Street NW, PO Box 2815, Cedar Rapids, IA 52406-2815 | PHONE 319.362.7421 or 1-877-EMBRIA1 | FAX 319.362.2557