

Press Release

For immediate distribution

KANEKA QH™



Sustained. Natural. Energy.

KANEKA QH™ Ubiquinol gains in popularity.

More than 80 dietary supplement brands launch Ubiquinol, prompting manufacturer to increase production in its U.S.-based facility

PASADENA, TX, January 20th, 2010 -- Kaneka Nutrients L.P., the recognized industry leader in Co-enzyme Q10 production, announced today that it has increased its manufacturing capacity of Kaneka QH™ Ubiquinol in the U.S. The allocation of additional production capacity was necessary to keep up with demand, which has increased well beyond earlier projections. Kaneka Nutrients also manufactures Kaneka Q10™, or CoQ10, in its Pasadena, TX facility, the only U.S. manufacturing site for either product.

In less than two years since its introduction, Kaneka QH™ Ubiquinol has been launched by over 80 dietary supplement brands in the U.S. and Canada. Company officials indicated that they had expected the pick up to be more gradual, as it usually takes more time to raise consumer awareness of the nutritional value of a new ingredient.

Kaneka QH™ Ubiquinol is the active form of CoQ10 that promotes sustained, healthy energy levels while providing antioxidant protection for vital organs such as your heart. Before CoQ10 is utilized by the body, it must first be converted into Ubiquinol. Research shows that our body's natural ability to produce CoQ10 and convert it to Ubiquinol begins to decrease after the age of 20. With recent advancements in technology, Ubiquinol is now available as a dietary supplement and is recommended as a new and improved alternative over regular CoQ10. Additionally, people on cholesterol-reducing drugs such as statins, which substantially reduce plasma Ubiquinol, may benefit by supplementing with Kaneka QH™ to replenish your body's Ubiquinol levels.

Researchers have long known about Ubiquinol, with references to it as the active component in various CoQ10 clinical studies dating back to the early 1980s. Its recent introduction into the market was a result of years of development work by Kaneka, which employs a team of approximately 800 research scientists in the U.S. and Japan.

To continue its consumer promotion efforts, Kaneka has again enlisted the services of Ms. Peggy Fleming, 1968 Olympic Gold Medal Ice Skater. Ms. Fleming will be involved in various media and advertising activities to help raise consumer awareness of this important new ingredient.

About Kaneka Nutrients L.P.

Kaneka Nutrients L.P. is a wholly-owned subsidiary of Kaneka Corporation, headquartered in Osaka, Japan. Kaneka is the largest manufacturer of CoQ10 in the world and the Pasadena, Texas facility is the first and only CoQ10 manufacturer in the United States. Kaneka, supporting Quality of Life through science.

CONTACTS:

John Jarmul
Marketing Manager
+1 281 291 4423
jjarmul@kanekatexas.com

Tom Schrier
National Sales Manager
+1 281 291 4459
tschrier@kanekatexas.com

www.KanekaQH.com