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**PRINOVA ANNOUNCES PARTNERSHIP WITH LYCORED -
NOW EXCLUSIVE DISTRIBUTOR OF LYCORED NATURAL COLORS
IN USA AND CANADA**

(April 2016) Carol Stream, IL – Prinova, a leading supplier of high-quality ingredients, flavors and value-added nutrient fortification products, announced a new partnership with Lycored. Prinova will be the exclusive distributor of Lycored's lycopene- and beta carotene-based natural colors in the U.S.A. and Canada.

This partnership comes at a time when North American food and beverage companies are scrambling to find natural, consistent clean label solutions. Major players such as Kraft, Panera and Subway are just a few of the companies that are reformulating products to remove artificial ingredients. One of their biggest priorities is removing artificial colors and synthetic food dyes from their product lines. Consumers continue to drive this clean label demand. According to Mintel data, over a third of US consumers have indicated they are interested in "free-from artificial color" claims. And, that number grows even higher when looking at specific demographic groups—for instance, 43% of millennial moms and 31% of millennial dads are interested in free-from artificial color claims.

Larry Davis, Commercial Director, Food & Beverage, Prinova said, "The clean label trend continues to drive formulation in our industry. Customers are removing synthetic and carmine based colors from their labels, and we needed to find a naturally sourced, vertically integrated, trusted supplier partner that could meet this customer demand. We are excited that this new partnership with Lycored will allow us to provide high performing lycopene- and beta carotene-based natural colors to the marketplace. Customers will quickly see the benefit from the combination of Prinova's applications expertise, Lycored's technical support and the value of Prinova's distribution network."

Thomas Adler, VP Food Division, Lycored said, "Lycored has been the global leader in natural carotenoids for more than twenty years. Our high performing natural colors are the ideal clean label solution for food and beverage manufacturers transitioning from artificial to natural colors. We are pleased to have a strong partner in Prinova—and the ability to combine our natural color line with their strong application capabilities and great relationships with key players—so that we can help meet this industry need in the US and Canadian marketplace."

Davis added, "This partnership means we are now able to offer a total start-to-finish clean label concept from an applications standpoint. Having a product portfolio that includes natural flavors, natural colors, natural sweeteners and a multitude of other naturally derived fine ingredients, we are in the perfect position to meet our customers' product development needs."

Adler said, "Lycored's natural products are a great clean label solution for manufacturers. Our red and pink shades can provide stable alternatives to artificial colors like Red 3, and natural betacarotene can be incorporated as an alternative to artificial colors such as Yellow 5 or to replace synthetic betacarotenes."

The Lycored natural color line includes Tomat-O-Red[®] and Lyc-O-Beta[®] natural red, orange and yellow colorings. Manufacturers can achieve the authentic appearance desired in their products,

time after time. Tomat-O-Red® is created using tomato derived lycopene and offers a more technically sound red coloring alternative to unstable beetroot and anthocyanins, and also carmine, which is not vegetarian-friendly. Lyc-O-Beta® is sourced from *Blakeslea trispora*, a beta-carotene-rich, allergen-free natural fungus cultivated by Lycored. Both color ranges are available in liquid form, and Lyc-O-Beta® is also available as a water-soluble powder. They are approved for use as food colorants in the EU, US, Japan and Australia. They are also certified Kosher and Halal, non-GMO, and vegetarian, and are heat, light and pH stable.

For more information on Prinova, please visit www.prinovausa.com.

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About Prinova USA

Since 1978, Prinova has been a leader in providing high-quality ingredients, flavors and value-added nutrient fortification products to the global food, feed and wellness industries. Prinova holds strategic stocks in 15 distribution centers around the world to ensure continuity of supply and is the leading global supplier of Vitamin C, B and food grade Amino Acids. The company also has a team of application and technical specialists within their R&D and Quality Laboratory to help customers develop, improve, and enhance the taste and function of their products. Prinova's facilities are BRC certified. The company's main corporate office is in Carol Stream, Illinois with the European head office in the United Kingdom and a regional office in Canada. Additional regional offices are located throughout the United States as well as global sales associates in Mexico, Spain, Germany, Belgium, France, Turkey and China.

About Lycored

Committed to 'Cultivating Wellness', Lycored is an international company at the forefront of unearthing and combining nature's nutrition potential with cutting edge science to develop natural ingredients and products. Established in 1995, Lycored is the global leader in natural carotenoids for food, beverage and dietary supplement products. The company develops and supplies natural ingredient formulations into four main business areas: active health ingredients for wellness; colorings; ingredients for taste & texture improvement; and nutrient premixes for fortification. Lycored is based in Israel, with sales & production operations in the UK, Switzerland, the US, Ukraine and China. For more information visit www.lycored.com.

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