



Solagran Limited

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Company Announcement Distribution Partnerships for *Bioeffectives A and B*

The Directors of Solagran Limited are pleased to provide an update on commercialisation activities and to announce the establishment of three important distribution partnerships for *Bioeffectives A and B*.

Bioeffective A

Following a successful launch in Australia in May, Solagran has appointed two distributors for *Bioeffective A 320* in New Zealand.

Thompson Nutrition, trading as LifeSpan New Zealand, has been appointed as a distributor primarily for the pharmacy and health food store channel. Pacific Health and Fitness has been appointed distributor primarily for the direct to practitioner channel.

Initial orders have been received from both distributors and stock will be available in New Zealand later this month.

Plans are in place to extend the *Bioeffective A* line for health practitioners to include a medicated toothpaste and a burn and wound cream.

***Bioeffective B* Sauna Therapy Range**

The *Bioeffective B* sauna therapy range has been on sale since the December quarter. Solagran's strategy for this product involves building awareness of the product through a relationship with a major global sauna manufacturer, and to build sales volumes through three main consumables channels: Spas, Gyms and Sports Clubs.

As part of this strategy, Solagran has formed a relationship with The Kiwi Collection (www.kiwicollection.com) to market *Bioeffective B* to leading Spa Resorts – initially throughout the Asia Pacific region. This relationship will also provide an international online sales outlet through which customers who have been introduced to the product at a resort will be able to purchase it when they return home.

A base has been established in Hungary from which to service the Spa segment throughout Central and Western Europe, and a distributor is now in place in the UK. Discussions are underway in relation to a distribution relationship for Japan.

The Spa segment offer will be extended with a skin toner product based on *Bioeffective N* later this year.

In the Gym and Sports Club segment, Solagran is continuing to work with sports teams and gyms to build penetration in these segments. The offer to this segment will be extended with a Re-hydration Drink based on *Bioeffective I* later this year. *Bioeffective I* is a substance derived using SibEX technology.

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Peter Stedwell
Company Secretary
On behalf of the Board of Directors
Solagran Limited

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