

11 May 2010

FOR IMMEDIATE RELEASE

**Unique New Product Range
and Launch Advice**

- Combining the well-known power of honey with natural botanical riches
- **A World first** all natural product

Pharmaceutical and Healthcare group, Stirling Products Limited (ASX:STI) is pleased to announce a unique new product development and partnering between Stirling subsidiary, Nature's Firewall Inc and Island Abbey Foods Limited of Prince Edward Island, Canada.

An exciting new range of products has been developed through this collaboration that combines the well-known health qualities of honey with the natural benefits of the Company's unique botanical products. This powerful combination in a very unique and 'hard' 100% pure natural honey (a natural candy equivalent) has no precedent as; no sugar or other added sweeteners, flavourings, additives or preservatives are used.

Following product definition and testing over the past four months, the product specifications have now been finalised and the new products are being produced for Nature's Firewall by Island Abbey Foods using their patented process to make the solid non-sticky Honibe™ 100% honey drops with the Stirling Products natural and unique herbal combinations added.

An initial range of ten – (five natural honey and five with natural lemon added) Honibe™ based and Stirling botanically enhanced products are expected to be available through selected retail outlets in North America

For personal use only

as of early next month. These products, within their unique 'hard' honey base, will each respectively provide well-known added botanical ingredients **that may be of added benefit to the human immune system in its natural process** of providing for viral infection resistance, improved arthritis, cholesterol and diabetes management and prostate health.

The initial product range being launched includes the Company's flagship ImmunoXel as well as its DiaBETYN, Rheumosn, Cholestro and PROZTATE botanical combinations.



As well as manufacturing the new product range, Island Abbey Foods will also provide collaborative support to the Nature's Firewall sales and marketing initiatives including joint presentation at a number of forthcoming significant health food conferences in North America.

For personal use only

Island Abbey Foods is a specialty food producer and creator of the multi awarded Honey Drop™ and Honey Delights™ pure honey products with its products sold through London Drugs, Whole Foods Market, Safeway and IGA and selected stores in Canada and the US as well as through a growing presence in the UK, Europe and Asia Pacific regions. The Island Abbey Honey drop product has won a world top ten Food Idea award for 2008 and 2009, Best New Condiment for 2008 in America's Food and Beverage Show and for 2010 has been nominated for the Manning Award, the prestigious SIAL d'Or Awards in Paris and as a finalist in Montreal SIAL Awards. Mr. John Rowe, the Island Abbey Foods President and driving force has this year also been nominated as Canada's Entrepreneur of the Year by Ernst & Young.

Stirling Products Managing Director, Mr Peter Boonen, stated: "To have successfully completed the product development milestones and to now have this product line in production is a credit to all parties involved. We also look forward to this new product range adding to and complementing the multi-awards achieved by Island Abbey Foods and to add solid value to our respective company interests as our market for these unique products develops."

ENDS

For all Nature's Firewall Product Inquiries Please Contact:

info@naturesfirewall.com

For all inquiries and further information see www.stirlingproducts.net or contact:

Peter Boonen

Managing Director

Stirling Products Limited

Ph: +61 2 9299 9270

E: peter.boonen@stirlingproducts.net

For all Investor Relations inquiries please contact:

James Moses

Mandate Corporate

Ph: +61 420 991 574

E: james@mandatecorporate.com.au

For personal use only



For further information regarding Island Abbey Foods Limited see
www.honibe.com **or contact:** Graham Watts, Marketing Coordinator Ph: +1
902 367 97222, or email: graham@honibee.com

For personal use only

