



2<sup>nd</sup> October 2018

ASX Announcement

## Affinity Expands FeedMe™ Algae Product Range

Plant-based health and wellbeing company Affinity Energy & Health (“Affinity” or “the Company”) (ASX: AEB) is pleased to announce the commercialisation of its fifth Affinity FeedMe™ algae product under its collaboration and distribution agreement with US-based Seachem Laboratories, Inc (“Seachem”).

The innovatively formulated long shelf-life algae product will be promoted to key international aquarist markets through Seachem’s extensive networks, with the first bulk order received and set to be dispatched imminently. Furthermore, the new product will also be supplied to Seachem’s large network of US-based distribution centers and retailers.

The development of this latest Affinity FeedMe™ algae-based phytoplankton product represents a logistics breakthrough in the global transportation of algae-based products, with inventory now able to be shipped worldwide without refrigeration.

This product is an important addition to the Affinity FeedMe™ algae range, which are produced by Affinity and sold in the aquarium market by Seachem. These currently include both the Phytogen™ and Triphytogen™ product family. Affinity’s development and manufacturing facility in Cumming, GA provides the formulation and bottling of finished products with direct sales to Seachem for both domestic and international distribution.

**Affinity Energy and Health Limited’s Executive Chairman, Mal James, commented, “This is a technical breakthrough for Affinity, as we are now able to provide a real logistical solution to the previously problematic issue facing many algae producers, that being the short shelf life of algae-based products.**

*“Through the commitment and expertise of our technical team we have now commercialised a high quality, long shelf life product that will be sold globally under our affiliation with Seachem, and we look forward to providing further updates on sales and uptake of this product in due course.”*

**-ENDS-**

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**About Affinity Energy and Health Limited (ASX. AEB)**

Affinity Energy and Health Limited (ASX. AEB) is a plant-based health and wellbeing company that develops a broad range of plant-derived products for supply to three key markets:

- Medicinal cannabis.
- Algae-based nutraceuticals.
- Animal feed and aquaculture markets.

**About Seachem Laboratories Inc.**

Seachem Laboratories, Inc. is the leading supplier of quality shelf and live products covering the spectrum of aquarium requirements in freshwater, seawater, reefs and ponds, as well as herpetological and avian husbandry. Since 1980, Seachem has built a reputation based on quality products and service to the aquarist markets in the USA and globally, including Australia.

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