

## **Mitsubishi International Food Ingredients Enters Agreement with Jones Soda for Rights to Natural Ingredient for Use in New Type Of Energy Drink**

Mitsubishi Corporation (MC) and Mitsubishi International Food Ingredients, Inc. (MIFI) of Dublin, Ohio, have entered into an agreement with Pharma Foods International Co., LTD., of Kyoto, Japan and Jones Soda Co., based in Seattle, Washington that grants Jones Soda exclusive rights to use PHARMA GABA™ in beverage applications, in North America.

PHARMA GABA™ is a naturally produced form of the amino acid gamma-aminobutyric acid (GABA), a key neurotransmitter in the human brain that exerts a number of anti-stress effects among other benefits. Rather than produce a stimulant effect like caffeine-containing energy beverages, PHARMA GABA™ is valued for its ability to promote mental focus. An extremely popular food ingredient in Japan, PHARMA GABA™ recently achieved GRAS (generally recognized as safe) status in the United States.

In Japan, the most popular applications of PHARMA GABA™ include use in coffee as it is particularly helpful in counteracting the negative effects of caffeine, as well as chocolate, sports beverages, water, energy beverages and candy.

MC/MIFI, which has been distributing PHARMA GABA™ into the supplement market in the U.S., assisted Dr. Michael T. Murray, one of the world's leading authorities on natural food products, in formulating a new beverage containing this supplement, and together they introduced this innovation to Jones Soda. Jones Soda now has exclusive rights to the formulation, and MC, through MIFI, will export PHARMA GABA™ to Jones Soda. The new product line is expected to be available at select retail locations by winter 2008.

An author of over 30 books on health and nutrition, Dr. Murray has played a major role in building the nearly \$20 billion a year natural food and supplement industry as he has been instrumental in bringing many natural and effective food products to prominence in North America including glucosamine sulfate and *Ginkgo biloba* extract. According to Dr. Murray, "PHARMA GABA™ is poised to become a major dietary supplement and food ingredient in the North America because it produces such noticeable effects."

Peter van Stolk adds, "We are extremely excited to be working with Dr. Murray, Pharma Foods, and MC/MIFI in developing a truly unique beverage that can help give people what they really want - a natural energy product without the adverse effects of caffeine. At the same time, we are creating new growth vehicles for the future as we look to capture additional market share and return increased value to our shareholders." The current energy beverage category is estimated to be over \$6 billion in sales annually and is expected to exceed \$10 billion by 2010.