

AQUANOVA: Award for "Best New Ingredient" in beverage sector AQUANOVA wins "Silver Medal" in Zenith International's Beverage Innovation Contest

Darmstadt, March 14, 2007 – AQUANOVA, a leading manufacturer and supplier of special liquid ingredient formulations ("solubilisates"), won the second price in the highly competitive Beverage Innovation Award contest 2007, donated by Zenith International Publishing Ltd. together with the UNESDA (Union of European Beverage Association). AQUANOVA had to compete with a number of world class players such as Coca-Cola, DSM, Carlsberg, Schweppes, Tate & Lyle and others, which makes this award even more valuable.

The award-winning ingredient is AQUANOVA's NovaSOL® Q, a patent protected innovative formulation of Coenzyme Q10 for the development of innovative beverages and functional foods.

Coenzyme Q10 is a very popular, scientifically very solid, dietary supplement with various "indications" (positionings), e.g. heart health, energy booster, anti aging and even good against neurological diseases such as Parkinson's and Alzheimer's. However, because of its insolubility in water it has basically been



limited to dietary supplements (soft gels). Consumers who don't like taking pills, have no chance of supplementing this important nutrient. Beverages such as functional, energy and sport drinks would be the ideal carrier for CoQ10. This has never been possible.....but it is now!

AQUANOVA, with its unprecedented new development NovaSOL® Q, offers the possibility of fortifying drinks with Coenzyme Q10. Even **crystal clear** CoQ10- beverages can be made. NovaSOL® Q is readily soluble in water, not only dispersible. This has been achieved through AQUANOVA's patent protected solubilization - technology, which doesn't alter the chemical structure of CoQ10 but, following nature's example, "packs" the molecules in tiny, nano-sized amphiphilic micelles which dissolve in water. Where the CoQ10 is needed, namely in the body, it is released again, also following nature's example. In clinical studies AQUANOVA could show that the bio-availability of CoQ10 from NovaSOL® Q is far superior to straight CoQ10 and other conventional formulations.

This new and highly innovative ingredient formulation, which has the US-FDA GRAS – status, offers the drinks industry the opportunity of developing and launching novel functional beverages with unique optical and physiological advantages, enriched with the strongly sought after nutrient CoQ10.

AQUANOVA's solubilization – technology can, of course, be applied to all insoluble nutrients, and thus offers a vast array of novel product opportunities.

NovaSOL® Q and other NovaSOL® – products will be exhibited at the IFT in Chicago from July 28th – August 1st, 2007.

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Company profile AQUANOVA:

AQUANOVA is a leading supplier of innovative solubilisates for raw materials and active substances. Completely in accordance with the era of nanotechnology, AQUANOVA develops and produces nano structured substances (product brand "NovaSOL®") utilizing its proprietary technology and in close cooperation with renowned scientists. The basis are nano particles (so called "product micelles"), which are thermally, mechanically and pH stable, even in gastric acid. These particles exhibit an average diameter of only approx. 30 nm. By means of the product micelle and the AQUANOVA solubilisates, the development of innovative and pioneering end products in the fields of nutraceuticals, cosmetics, and pharmaceuticals is extremely simplified technically / galenically (due to dispensing with matrix design). The absorption of the active substance in the solubilisate (product micelles) and the bioavailability is significantly increased and optimized. In addition the solubilisates generate unique technical features and benefits such as superior antioxidative capacity for essential oils. The company's headquarter is located in Darmstadt (near Frankfurt), Germany.

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