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FORMER ASSISTANT SURGEON GENERAL NAMED SENIOR ADVISOR OF UNITED STATES SUBSIDIARY

Dr Roscoe M. Moore Jr, United States Assistant Surgeon General (Retired), and a highly regarded public health expert, has a 3% shareholding in the Group's subsidiary, LiteFood Inc. and has now agreed to serve as Senior Advisor to this newly incorporated U.S. subsidiary.

Holista Colltech Limited (HCT), a food technology company with operations in Australia and Asia holds a 74% stake in Delaware-based LiteFood Inc., with the balance held by United States based investors. Dr Moore has authored and co-authored over 100 articles in the fields of public health research, health care services, and the epidemiology of disease transmission.

Dr. Moore received both the Bachelor's and Doctor of Veterinary Medicine degrees from Tuskegee University, and the honorary Doctor of Science in 1990. He also holds the Master of Public Health degree in Epidemiology from the University of Michigan and the Ph.D. degree in Epidemiology from Johns Hopkins University. Dr. Moore is a Fellow of the American College of Epidemiology and a life-member of the Delta Omega, the Honorary Society in Public Health.

Dr. Moore served as the Chief Epidemiologist with the Centres of Devices and Radiological Health in the US Food and Drug Administration (FDA) along with other senior-level positions within the US Public Health Service, and most recently, the Immediate Office of the US Secretary of Health and Human Services. Dr. Moore retired with the rank of Rear Admiral which for a period of time made him the highest ranking veterinarian in all of the Uniformed Services of the United States, including the US Military Services.

His distinguished public service career started with the National Institutes of Health (NIH) in 1970. His international experience includes professional activities in Sub-Saharan Africa, Vietnam, Indonesia, Malaysia, Israel, Switzerland, the former Yugoslavia, Poland, Mexico, China, and Canada.

Litefood Inc has and will market four unique food processes and ingredients to the multi-billion dollar processed and fast food industries:

- Low-Fat potato chips – The ingredients and processes can reduce the absorption of fat when cooking potato fries by up to 40%.
- Low Sodium salt – This process enables the production of healthier, low sodium products that do not compromise taste and consumer acceptance.
- Low-GI bread – Glycemic Index (GI) measures the effects of carbohydrates (such as bread, hamburger buns or pizzas) on blood sugar levels. This process enables a 40% reduction in the GI of bread without having any effect on taste, texture and aroma.
- Low-Calorie sugar – Holista has also recently acquired rights for sweetener that is fully derived from sugar. It is equally sweet to sugar yet with only 80 % of the calories and yet 10% cheaper than the comparable amount of sugar.

All these products and processes are natural and would need no further approval of the United States Food and Drug Administration.

“America practically invented the fast food industry and many of the top global brands are based in there. Obesity, diabetes and cardiovascular diseases are increasingly being attributed to processed and fast-foods. There is huge pressure to reduce the unhealthy aspects of these foods, “Holista’s CEO, Dr Rajen M said.

“We have four proven solutions which can provide holistic solutions. We are pleased to have Dr Roscoe Moore as our shareholder and advisor. His immense experience and strong standing as a public health expert will be critical in helping LiteFoods convince the industry leaders of the efficacy of our solution,” he added.

“The United States is the ground zero of global fast food industry in terms of business and innovations, as well as regulation. The food industry is constantly looking for healthful solutions. The recent announcement of lower fat fries by Burger King Corporation and the amazing consumer response, as measured by increased sales, shows how much need there is by the American people to seek a healthier dietary intake whenever possible. To that end, this joint venture and the natural and cost effective solutions it offers is the right move, and I am happy to be part of it” said Dr Moore.

Jay Stephenson

COMPANY SECRETARY