



PRESS RELEASE

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New Nordic launches its international bestselling natural carbohydrate blocker, Mulberry Zuccarin™, in the U.S.

From New Nordic's laboratories in Sweden, a breakthrough natural product to maintain healthy blood sugar levels, now available in the U.S.

New Nordic U.S. Inc., the American branch of the Scandinavian natural health manufacturer New Nordic Healthbrands AB (STO:NNH), announces that its bestselling natural carbohydrate blocker, Mulberry Zuccarin™, is now available in the United States in several drugstore chains throughout the country such as: CVS pharmacies, Rite Aid and USA Drug. It will be available in 13,000 retail locations by mid-2010. Mulberry Zuccarin™ is the first product to use mulberry leaves to help maintain blood sugar levels and thereby help weight loss by decreasing sweet cravings and stabilizing insulin levels.

Targeted mainly to the people who want to manage their weight, Mulberry Zuccarin™ has helped thousands of people in Europe and Canada to reduce their cravings and reach their weight loss goals. Mulberry Zuccarin™ is a unique natural product, branded and manufactured to the highest practice standards in Scandinavia. Mulberry Zuccarin™ is backed by clinical scientific research including the references listed below(*).

"Mulberry Zuccarin™ is a breakthrough new product that will hopefully help the Americans who need to manage their weight to do so" said Jan Petersen, Country Manager for New Nordic U.S. inc. "It is completely different from any other weight loss tablet currently in the market because it is 100% natural, safe and doesn't have any adverse reactions. It is based on the natural inhibition of the simple enzymatic processes of breaking down complex carbohydrates to glucose."

Mulberry Zuccarin™ should be taken daily with meals. The tablets are available in 60-tablet blister packs at a suggested retail price of \$29.95.

About Mulberry Zuccarin™

Mulberry Zuccarin™'s formula is based on the leaves of Japanese mulberry trees, which have been used in Chinese and Japanese medicine for centuries. The Japanese have been drinking mulberry tea for its curative properties for over 700 years. The mulberry leaf contains a natural substance called DNJ (1-deoxynojirimycin), which significantly reduces the breakdown of sugars (polysaccharides) to glucose, and thereby slows the entry of sugar into the blood. Several clinical studies have shown that mulberry extracts effectively stabilizes blood sugar levels (*).

About New Nordic

New Nordic is a Scandinavian manufacturer of truly innovative natural health products. Our objective is to resolve common health problems by using exclusively natural ingredients. We are inspired by nature and use pure edible plants, vitamins, minerals and fatty acids to make nutraceutical products. We develop products that solve health problems and we make these products available to an increasing number of people. We do this with care for people and nature, because we strive to be an environmentally friendly company. Thanks to our jungle farming project in China (www.newnordic.com/jungle_farming_us), we help clean the air from CO2 emissions and save endangered plants.

New Nordic Inc. has been established in the U.S.A since 2008. We distribute our products through the biggest drugstore chain in the country, CVS pharmacies, as well as Rite Aid and USA Drugs. Our products will soon be available online.

For more information:

New Nordic U.S.: www.newnordicusa.com

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