



DECAS BOTANICAL SYNERGIES

Decas Botanical Synergies Introduces BerryOrganics™ Whole Berry Powders

New Product Line Targets Organic Health and Wellness Market

Carver, MA (July 25, 2007) – Today, Decas Botanical Synergies LLC announced the launch of BerryOrganics™—a new lineup of 100% organic whole berry powders developed for the growing nutraceutical, natural foods and beverage, and cosmeceuticals industries. The BerryOrganics™ brand includes cranberry, raspberry, blackberry and bilberry offerings. Decas Botanical Synergies will showcase the organic berry powders at the IFT (Institute of Food Technologists) trade show July 29-31 in Chicago, Illinois.

“Berries are in high demand for their potential health promoting properties,” said Doug Klaiber, Chief Operating Officer, Decas Botanical Synergies. “Our new BerryOrganics™ line will appeal to companies eager to tap into the growing market for wholesome, berry products while looking for the added edge provided by organics.” According to Klaiber, growth in the organics market is fast-paced. “We’ve experienced firsthand the growth in organics through our cranberry product line and look forward to bringing our experience into the broader berry marketplace.”

BerryOrganics™ powders meet the criteria of both the United States Department of Agriculture (USDA) National Organic Program and the European Union for labeling as organic. The market application for the new powders extends to companies looking to expand their own organic product lines in the health and wellness arena and offers versatility for new product developers.

About Decas Botanical Synergies

Headquartered in Carver, Massachusetts, Decas Botanical Synergies LLC is a subsidiary of Decas Cranberry Products, Inc. Decas Botanical Synergies is a leader in the development of fruit-based powders, extracts and oils that offer maximum quality and proven health efficacy. For additional information, visit www.decasbotanical.com.

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Contact:

Doug Klaiber

Decas Botanical Synergies

508-295-0147

dklaiber@decasbotanical.com