



PRESS RELEASE

This information was submitted for disclosure on 19 April 2012 at 08.45 (CET).

Probi and Heinz to launch the first probiotic juice in Australia

Heinz Australia will launch *Golden Circle Healthy Life™* Probiotic Juice in May 2012. The product range is based on Probi's unique immune supporting platform Probi Defendum® and will create a new category of probiotic juices on the Australian market.

Heinz entered the large Australian juice market in 2008 with the acquisition of Golden Circle Ltd and is one of the leading companies in the juice category.

Golden Circle Healthy Life™ Probiotic Juice is a combination of fruit juice with a unique mix of probiotics from Probi and is the first non-dairy probiotic food product on the Australian market.

"There is a significant market opportunity for probiotic juice products that have shown to support the body's natural immune defences. Probi Defendum® is a unique probiotic platform based on the combination of two strains - *Lactobacillus plantarum* HEAL9 and *Lactobacillus paracasei* 8700:2 - which have in large clinical studies been shown to prevent colds, significantly reduce cold symptoms and shorten cold periods. The Probi Defendum® ingredient brand will be prominently displayed on pack", says Michael Oredsson, CEO of Probi.

"This is our first launch of a probiotic juice based on Probi Defendum® outside Sweden and we expect the combination of great tasting juice and probiotic health benefits to be warmly received by consumers in Australia and beyond", he continues.

"The unique probiotic combination and Probi's support in developing great tasting chilled probiotic juices were the main reasons for choosing Probi as a partner," says Katie Saunders, Golden Circle Marketing GM.

"We're very excited to be launching the first probiotic juice on the Australian market and believe that the combination of great tasting juice with the unique benefits of probiotics that deliver to an untapped consumer need will be the recipe for success in the Australian marketplace", she continues.

The information is such that Probi AB must disclose in accordance with the Swedish Securities Market Act and/or the Financial Instruments Trading Act.

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ABOUT PROBI

Probi is a leading player in the probiotic research and the development of efficient and well-documented probiotics. The research areas include: gastrointestinal tracts, immune system, metabolic syndrome and stress and recovery. Probi's customers are leading companies in the functional foods and consumer healthcare business areas. Total income for 2011 was MSEK 95.0. Probi's share is listed on the Nasdaq OMX Stockholm, Small Cap. Probi has approximately 4,500 shareholders. For more information, please visit www.probi.com.

ABOUT H.J. HEINZ AUSTRALIA

H.J. Heinz Company Australia Limited ("Heinz Australia") is a wholly-owned subsidiary of the H.J. Heinz Company, one of the world's leading marketers and producers of branded foods. Heinz Australia and Golden Circle employs around 1,100 people in regional and metropolitan areas preparing and supplying leading brands for our consumers, including Heinz® sauces, soups, beans, pasta, infant foods, meals, frozen vegetables, condiments, canned and packaged fruits, Greenseas® seafood products, HP® and Lea & Perrins® sauces, Weight Watchers® meals and desserts, Watties® beans and pasta, Tom Piper® and Hamper® canned meals, Cottee's® jams, toppings and jellies and the Golden Circle stable of food and beverages. Information on Heinz Australia is available at www.hjheinz.com.au.