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**NattoPharma Names Key Executive:  
Eric Anderson joins Vitamin K2 as Mk-7 Leader to Develop International Markets**

3rd April 2013, OSLO, NORWAY – NattoPharma (NATTO: Oslo Axess) announces the appointment of Eric Anderson as Senior Vice President Global Sales & Marketing.

In this newly established role, Anderson will direct the global sales & marketing platform for NattoPharma's proprietary products, including the MenaQ7® brand Vitamin K2 portfolio. Additionally, Anderson will create and maintain the North American headquarters for NattoPharma, directing strategic sales and marketing activities.

"Eric Anderson has a solid track record of launching and promoting science-based ingredients into strong brands," Frode Marc Bohan, Chairman of the Board for NattoPharma ASA, says. "He is the ideal executive leader to further the goal of widespread consumer use of MenaQ7 and MenaQ7 Crystals internationally."

Bohan continued, "When NattoPharma launched MenaQ7 initially, I was actively running the marketing and together Eric and I established MenaQ7 as the dominating brand for vitamin K2 in US. I am very much looking forward to reestablish the US market for MenaQ7- in close collaboration with Eric."

NattoPharma has recently announced results of its 3-year study on MenaQ7 brand vitamin K2 providing MK-7 demonstrating its benefits by significantly reducing bone loss and improving bone strength. NattoPharma has also announced its ongoing program to develop vitamin K2 technologies for pharmaceutical applications.

Anderson has been a member of the natural products industry for more than 20 years, during which time he was involved in the introduction of several successful novel ingredients, including Chitosan, Tonalin CLA, and MenaQ7® natural Vitamin K2. Most recently he was responsible for establishing the North American offices for Aker BioMarine Antarctic promoting Superba™ brand krill oil.

**About MenaQ7®**

MenaQ7® provides natural vitamin K2 as a manufactured fermentation extract. This process generates a highly pure and bio-available form of vitamin K2, menaquinone-7(MK-7). MenaQ7 is the purest and best documented natural vitamin K2 with guaranteed actives and stability, clinical substantiation and several granted patents on cardiovascular health.

**About NattoPharma**

As a biotechnology-based nutraceutical company, NattoPharma is the worldwide innovator and leader of Vitamin K2 menaquinone-7. Its brand MenaQ7® is supported by a global IPR portfolio

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and revolutionary research substantiating clear efficacy for bone and cardiovascular health. NattoPharma has since 2007 been in an exclusive research and development collaboration with VitaK, University in Maastricht, The Netherlands, working to substantiate the health benefits of natural vitamin K2.

For more information, please contact:

Hogne Vik  
CEO, NattoPharma  
Cell phone: +47 97 53 53 26  
E-mail: [hogne.vik@nattopharma.com](mailto:hogne.vik@nattopharma.com)