

News Release

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Baker Dillon Group Adds Polyphenolics, Inc. to Client Roster

(Fresno, CA) March 22, 2010 – Baker Dillon Group (BDG), a northern California-based brand marketing, advertising and public relations agency specializing in nutraceutical and food industry marketing communications, has announced it has been selected by Madera-based Polyphenolics, Inc. to develop an advertising campaign for its MegaNatural® BP grape seed extract ingredient. The first ad will also focus on the Polyphenolics recent study conducted at UC Davis.

MegaNatural® BP is a distinct form of grape seed extract in that it is backed by human clinical research, which is rare in the industry. It is also supported by a portfolio of intellectual property, including a trademarked brand name and manufacturing and usage patents, further differentiating it from other commodity grape seed extracts. The ingredient fills a need for a natural, effective solution to common health concerns, such as high blood pressure, and is attractive to those seeking a solution without the side effects associated with pharmaceutical drugs. MegaNatural® BP has achieved FDA No-Objection GRAS status, making it safe to add to existing brand or new product launch.

Baker Dillon Group will also work with Polyphenolics to enhance the company's trade show exhibit booth and overall product brand marketing.

Baker Dillon Group is a *Total Involvement Marketing™* award-winning firm specializing in product and corporate branding, advertising, public

relations, publicity, promotion, graphic design, collateral materials, packaging, Web site development, corporate events, and trade show promotion, as well as other elements to create successful corporate business strategies.

The agency meshes creative thinking and innovative implementation with recognized marketing techniques and professional guidance to transform companies and products into emerging brand experiences.

To learn more about Baker Dillon Group brand marketing visit the Web site at www.BakerDillon.com or contact Sheldon Baker at 559.325.7191.

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