

NEWS Release

For more information: Sheldon Baker
Baker Dillon Group
559.325.7191
Info@BakerDillon.com

Baker Dillon Group Adds TSI Health Sciences to its Client Roster

(Fresno, CA) July 10, 2009 – Baker Dillon Group announced TSI Health Sciences awarded its advertising and public relations business to the agency for the second time. Baker Dillon Group will work with TSI to launch several new ingredients including PromilinPro®, a patented and highly concentrated Fenugreek extract standardized 60% 4-Hydroxyisoleucine.

Trade ads and publicity will comprise a large percentage of creative work by Baker Dillon Group. The agency will also focus on designing a trade show booth for TSI affiliate Hygieia Health Co.,

In 2000, Baker Dillon Group created the trade and consumer marketing launch for Ostivone™, now a leading bone health ingredient. The agency developed the strategy that utilized television star Linda Evans, who toured the US speaking to the supplement industry and health conscious Americans about the importance of bone health.

TSI Health Sciences, www.tsiinc.com, is a leading developer, producer and marketer of fine chemical ingredients used by the dietary supplement, pharmaceutical and food and beverage industries. US operations for TSI are in Missoula, Montana. TSI was founded in 1996 and has sales and marketing offices worldwide, including a 60-acre, fully integrated manufacturing, research, quality assurance and quality control campus in Jiangyin, China. The company's specialized product range includes performance based branded ingredients that are derived from botanical and natural product extracts, fermentation, and highly purified synthesis. TSI manufacturers its ingredients to the highest global standards, ICH Q7A International CGMP manufacturing guidelines.

Baker Dillon Group is a *Total Involvement Marketing*™ award-winning firm meshing creative thinking and innovative implementation with recognized

marketing techniques and professional guidance to transform companies and products into emerging brand experiences. The firm's expertise includes 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.

For more information contact Baker Dillon Group at Info@BakerDillon.com.