

FOR IMMEDIATE RELEASE

AHIFLOWER® OIL WINS NEXTY EDITOR'S CHOICE AWARD AT EXPO WEST 2016

Vegan, science backed & sustainable oil has launched in 9 brands globally

KENSINGTON, PE (CANADA), March 18, 2016—Ahiflower® oil notched another success at Natural Products Expo West 2016 by winning the NEXTY Editor's Choice Award in the Ingredient category. New Hope Engredea's Editor, Todd Runestad, presented the award to the Ahiflower team in a video-taped interview.



Todd Runestad presents the NEXTY Editor's Choice Award to Justin Burt, Rena Cohen-First, and Greg Cumberford

Ahiflower oil is unique among plant-based omega-3-6-9 dietary oils, because it combines the highest-available omega-3 stearidonic acid (SDA) with beneficial levels of gamma linolenic acid (GLA) in a clean-tasting, sustainable, and fully traceable package.

Ahiflower oil is now available from 9 retail brands in the US and EU. Dosing forms range from vegan softgels to liquid oil to chocolate truffles! Licensed brands in the US are Ulimana Chocolate Truffles, GreensFirst Pro, Natural Traditions, Clean Machine, Pure Solutions,



BioProtein, and Jarrow Formulas. EU licensed brands are Vertese and Greenleaves. Several more brands are coming into the market in Q2 and Q3 2016.

Because Ahiflower oil has a neutral flavor and aroma among omega-rich oils like flax, fish, krill, and algal oils, Ahiflower oil can be used in a broad spectrum of food, beverage, and dietary supplement applications without sacrificing taste or convenience. “We so appreciate the editors at New Hope for recognizing Ahiflower oil’s entry into omega nutrition as a novel plant-based wellness solution. After more than 12 years of natural selection, production and refining improvements, and recent regulatory clearances, we are delighted that Ahiflower oil is now available to consumers through Ahiflower’s branding partners,” said Greg Cumberford, VP for Strategic Initiatives. “Now consumers have a balanced and sustainable omega-rich source that is truly ‘Better Than Flax. Not From Fish.’”

For more information on the science and sustainability of Ahiflower oil, visit www.ahiflower.com or www.naturescrops.com.

About Nature’s Crops International

A manufacturer of specialty oils for dietary supplements, nutraceuticals, food, and personal care products, Nature’s Crops International produces oils from the highest quality crops, produced by growers who follow strict management protocols for sustainability and identity preservation. Nature’s Crops ensures the crops produced are grown, processed, packaged, and delivered in a safe, sustainable, traceable, and cost-competitive manner. The company has operations in Prince Edward Island, Canada and the United Kingdom, with headquarters in North Carolina.