

PRESS RELEASE

And the 2009 Frost & Sullivan Award for Product Line Strategy goes to...

Frutarom convinces with its broad scientifically-backed portfolio of natural but highly effective weight management ingredients

Veenendaal/Netherlands, January 2010 – Global flavour and fine ingredients company Frutarom has been selected by Frost & Sullivan as the recipient of the “2009 Global Weight Management Ingredients Product Line Strategy Award”. The award recognises Frutarom’s accomplishments in this market segment. With its scientifically-backed product line based on natural extracts with different modes of action, the company has shown that it is responsive to market needs and dynamics. It has also demonstrated particular insight into customer needs and product demands.

Consumers tend to use several products together in an effort to avoid obesity and manage their weight. Frutarom therefore offers manufacturers a diverse and continuously expanding portfolio of slimming ingredients with a strong breath of choice. In the autumn of 2009, Frutarom grouped several of these ingredients together in a Slimming Campaign which is designed to offer a structured choice of weight management ingredients. It explains to product developers and marketers the significance of and differences in slimming mechanisms (i.e. reduction of food intake, reduction of food absorption and enhanced metabolism), and the skill of combining ingredients for best effects.

The campaign features (among others) branded proprietary ingredients such as extracted fenugreek galactomannans (FenuLife[®]), green mate leaf extract (Finomate[®]) and a purslane herb extract (Portusana[™]). It also includes other



ingredients derived via specialist technology from plant extracts such as green coffee bean extract, apple extracts and brown seaweed extract. Customers in the ingredients market are increasingly seeking naturally sourced extracts, and all of Frutarom's products fall into this category. The company's strong technology base helps it to develop natural products, and all of its production sites incorporate environmentally friendly measures.

Consumers buy weight management products on the basis of trust, and they have a strong requirement for safety and efficacy. Frutarom's slimming ingredients are scientifically supported and have been developed from sources which are traditionally associated with slimming. The company also has a prestigious range of collaborations with research institutes and universities.

Frutarom offers both ingredients and flavour solutions on a global basis. Furthermore, it provides opportunities for ingredients branding. Frost & Sullivan states that the company is unique both in the breadth of its portfolio, which allows for diverse applications and the development of new markets, and in its ability to offer tailored product solutions. Frutarom's vast choice of natural ingredients facilitates easier incorporation of weight management ingredients not only into dietary supplements and phytopharmaceuticals, but also into food and beverage products. Its broad range of flavours also enables it to mask any undesirable tastes associated with plant extracts.

Customer demands are particularly strong for ingredients in applications such as tablets, capsules, confectionery, powder and sachet drinks, as well as for beverages, dairy and bakery products. Further projects are in the pipeline, in bakery goods and pasta, as well as in applications outside the food industry.



About Frutarom

Established in 1933, the Frutarom Group is a rapidly growing global flavor and fine ingredients company. Frutarom develops, manufactures and markets an extensive variety of high quality flavors and natural fine ingredients for customers in the food, beverage, flavor, fragrance, pharmaceutical, nutraceutical, food additive, and cosmetic industries. Frutarom's 15,000 products are sold to more than 5,000 customers in 120 countries around the world. The Frutarom Group has 1,200 employees worldwide and manufacturing facilities in Europe, North America, Israel and Asia. Frutarom operates through two divisions:

Flavors Division, which develops, produces and markets flavor compounds and food systems.

Fine Ingredients Division, which develops, produces and markets natural flavor extracts, functional food ingredients, natural pharmaceutical/nutraceutical extracts, specialty essential oils, citrus products and aroma chemicals.

Frutarom provides tasty and healthy solutions to its customers fulfilling our vision: **To be the Preferred Partner for Tasty and Healthy Success.** Since 1993, Frutarom has successfully implemented a rapid growth strategy that combines organic growth at above-industry levels with strategic acquisitions of synergistic companies. Frutarom Industries Ltd. is a public company whose stock is listed on the Tel Aviv and London Stock Exchanges. As of January 1, 2003, Frutarom has been included in the Tel Aviv 100 Index.

For further information, visit our website: www.frutarom.com

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