



ASHA NUTRITION SCIENCES LAUNCHES LIPI LIFE

Palo Alto, CA – April 2, 2013 – Asha Nutrition Sciences, Inc., a private nutrition sciences company specializing in tailoring nutrients for health and disease prevention, announced today the launch of a new product line called LipiLife. LipiLife was developed to address the precise requirement of lipids and micronutrients to promote health and wellness by providing an optimized and tailored balance of lipids and micronutrients. It contains 50-90% of daily lipid (fat) requirements with appropriate amounts of monounsaturated fatty acids (MUFA), polyunsaturated fatty acids (PUFA) and saturated fatty acids (SFA), and micronutrients based on individual diets and other factors. Consuming the recommended amount of LipiLife as a substitute for other fats may help optimize hormones, metabolic pathways and gene expression, manage oxidation products, stabilize the immune system and more.

The President and Chief Executive Officer of Asha Nutrition Sciences, Urvashi Bhagat said, “Asha has launched the LipiLife product line in the US in 2013. Our plan is to launch additional products that are in development now for even more precise tailoring of nutrient(s) delivery. We will also expand the availability of LipiLife into new geographies.”

Urvashi Bhagat has extensive experience in building successful companies. Ms. Bhagat has linked imbalanced consumption of lipids, phytochemicals, and antioxidants to a number of medical disorders. She is also the inventor of novel methods of preventing and treating various disorders utilizing lipids, phytochemicals, and antioxidants. Ms. Bhagat has built a highly capable management and scientific team of thought leaders to serve with her, including Undurti Das, MD, FAMS, FRSC, Chief Medical Officer and Chairman of the Scientific Advisory Board, Kent Erickson, PhD Scientific Advisor, Raffaele De Caterina, MD, PhD, Scientific Advisor, and Wensheng Pan, MD, PhD, Scientific Advisor.

“Urvashi has made momentous discoveries around crucial nutrient(s) interactions and their health implications and has invented cutting-edge personalized nutritional methods and programs that have the potential to reduce the incidence of a number of medical disorders,” said Dr. Undurti Das, Chief Medical Officer and Chairman of the Scientific Advisory Board, for Asha Nutrition Sciences, Inc. “I am very excited to back the creation of a new company that promises to have a positive health impact on millions of lives.”

“Our first launch efforts met our goals and we are gratified by the interest consumers are showing in our vision. Our strategy is to focus on tailoring lipids and micronutrients for general well being. We also partner with leading health and wellness companies when our products and programs complement theirs for delivery of completely balanced nutritional programs. We believe strongly in the statement made by Hippocrates centuries ago that prevention and development of health must come before restoring it when it is impaired,” said Ms. Urvashi Bhagat, President and Chief Executive Officer.

About Urvashi Bhagat, President and CEO

Ms. Bhagat has had a multifaceted career in health care, biotechnology, and pharmaceutical development. She is a medical visionary devoted to achieving breakthroughs in the use of nutrition to prevent and treat disease. She has made groundbreaking discoveries in lipid metabolism and the role of lipids and other nutrients on the manifestation of infectious and chronic diseases and acute events. Since the foundation of Asha Nutrition Sciences in 2008, Ms. Bhagat has set the strategic direction and focus of the company on bringing these discoveries to consumers in the form of balanced and tailored nutrients, with a specific emphasis on lipids, antioxidants and phytochemicals.

Prior to founding Asha Nutrition Sciences, Ms. Bhagat was the Founder and President of Health Care Solutions, a consulting firm that assisted companies with strategy and business development. Under her leadership, the firm attracted clients such as Stanford University Hospital and School of Medicine, the University of California at San Francisco Medical Center, SangStat Medical Corporation, Chiron Corporation, and Kaiser Permanente. Ms. Bhagat was also the Founder and CEO of Anthera, a pharmaceuticals manufacturing and sourcing research company. She obtained a Bachelor of Science in Biology and Chemistry from Kurukshetra University in India, where she graduated at the top of her class and among the top students in the state-wide university system. She also earned a Post-Graduate Diploma in Public Relations from the Sardar Patel College of Communications and Management in India. She continued her education in the United States, earning an MBA and a spot on the dean's list from the University of Baltimore's Merrick School of Business.

About Dr. Undurti Das, Chief Medical Officer for Asha Nutrition Sciences

Dr. Das has 30 years of clinical and research experience in the fields of Internal Medicine, Diabetology, Endocrinology, Rheumatology and Oncology and over 25 years of experience in lipid sciences. He was a Professor of Medicine for 10 years at Nizam's Institute of Medical Sciences in India where he taught graduates and specialist candidates. He has extensive experience in patient care, management of diverse types of clinical conditions and clinical research and trials. Dr. Das also held positions as a Scientist at EFAMOL Research Institute in Canada, Research Professor of Nutrition and Physiology at Upstate Medical University in New York, and Senior Research Fellow at the Indian Council of Medical Research.

His research focuses on essential fatty acids, eicosanoids, cytokines, free radicals, nitric oxide, melatonin and their roles in contributing to various clinical conditions, with a particular interest in angiogenesis and its role in cancer and other conditions. Dr. Das has published 3 books including "The Molecular Basis of Health and Disease" and over 450 research papers in various journals. He is also the recipient of the Shakuntala Amirchand prize of ICMR (Indian Council of Medical Research) in Experimental Medicine and the Shanti Swaroop Bhatnagar prize in Medical Sciences. Dr. Das is currently Editor-in-

Chief of Lipids in Health and Disease, which is published by BioMed Central, U.K; Current Nutrition and Food Science by Bentham Publishers; and Reviews Editor of Nutrition journal by Elsevier. He received his M.B.B.S. in Medicine (surgery and Obstetrics and Gynecology) from Andhra Medical College, MD from Osmania Medical College in Internal Medicine and FAMS from the National Academy of Medical Sciences in India, and is also a Fellow of the Royal Society of Chemistry (FRSC).

About Asha Nutrition Sciences, Inc.

Asha Nutrition Sciences is a wellness company offering tailored nutrition with balanced lipids, antioxidants, and phytochemicals with LipiLife and other product lines. Lipids are the basis of life, as crucial cell membranes components, as gene regulators, and as precursors of hormones and other bioactive compounds. Lipids affect a broad range of physiological functions and health aspects including respiration, vision, digestion, musculoskeletal function, mood, mental function, immunity, sleep, and reproduction. Antioxidants, phytochemicals, vitamins, minerals, proteins, carbohydrates, hormones, and temperature materially alter lipid metabolism. Therefore, the precise requirements of lipids change by diet type, gender, stage of life, climactic temperature, and other factors.

LipiLife is a registered trademark owned by Asha Nutrition Sciences, Inc.

Contact: Asha Nutrition Sciences, Inc.

media@asha-nutrition.com

www.asha-nutrition.com