



Asha Nutrition Sciences Completes Series A Financing

Palo Alto, CA – November 25, 2013 – Asha Nutrition Sciences, Inc., a private nutrition science company specializing in tailoring nutrients for health and disease prevention, announced today the closing of Series A financing in an undisclosed amount from private investors. The funds will be used to further accelerate the company’s already impressive growth and successes, and expand sales and marketing for its product lines with a specific focus on LipiLife.

“It comes as no surprise that investors are willing to back Asha Nutrition Sciences, a company which is changing the landscape of nutrition and health” said Urvashi Bhagat the President and Chief Executive Officer of Asha Nutrition Sciences. “We have a unique vision to address global nutrition and health with particular focus on tailored delivery of the most sensitive nutrients, lipids, antioxidants and phytochemicals. The value proposition is highly appealing to customers and investors. Health benefits are across multiple indications, because lipids affect a broad range of physiological functions including respiration, vision, digestion, musculoskeletal function, mood, mental function, immunity, sleep, and reproduction. The technology has greater value than drugs because it addresses the root cause of multiple health issues, and has no side effects. Approximately 80% of health issues and health spending are associated with imbalanced lipid consumption. Alternatives, such as natural lipid sources are highly unpredictable in their lipid content and too complex for consumers to manage in daily life. Daily vial of LipiLife is more important than daily glass of milk.”

“Asha is addressing the compelling market opportunity with impressive worldwide intellectual property,” said Mario Gobbo, Member of the Board of Directors, Asha Nutrition Sciences.”

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.

About Urvashi Bhagat, President and CEO, Chairwoman of the Board of Directors, Asha Nutrition Sciences

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 statewide 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 Mario Gobbo, Member of the Board of Directors, Asha Nutrition Sciences

Dr. Gobbo has 30 years of banking and corporate finance experience spanning healthcare, biotechnology, and energy. His expertise encompasses M&A, equity capital markets and venture capital/private equity. He is Chairman of the Board of Helix BioPharma, a Toronto-listed biotech company, and on the board of CellPraxis, a US/Brazilian stem cell research privately owned firm. While Managing Director for Health Care Capital Markets and Advisory with Natixis Bleichroeder in New York, from 2006 to 2009, he secured, for the bank's equity capital markets group, IPOs and follow-on transactions on NASDAQ for several health care companies. When with the International Finance Corporation, a World Bank Group institution dealing with private sector investments, the team he led completed several highly successful equity and loan investments in biotech and generic pharmaceutical companies in India, China and Central Europe.

From 1993 to 2001, Dr. Gobbo was with Lazard Brothers in London, where he created and managed their Central and Eastern European operations, where he led M&A, fundraising and privatization efforts for several pharmaceutical firms in the region. He serves on the investment committee of Asian Healthcare Fund, an India focused health care fund, and was on the board of Ocimum Biosolutions/ Genelogic, an Indian contract research organization. He holds a BA with a major in Organic Chemistry from Harvard College, a Master of Science in Biochemistry from the University of Colorado and an MBA, a Master of Business Economics and a PhD from the Wharton School of the University of Pennsylvania.

Contact: Asha Nutrition Sciences, Inc.
media@asha-nutrition.com