



Viachem Signs Exclusive Agreement with AGD Nutrition for Vitamin A Products

PLANO, Texas (July 6, 2010) – AGD Nutrition has selected [Viachem Ltd.](#) to be the exclusive North American channel-to-market for its line of Vitamin A products, including Vitamin A Palmitate and Vitamin A Acetate for human nutrition, the two companies jointly announced today.

AGD Nutrition's Vitamin A products are specially designed for use in pharmaceuticals and as food additives, where they are recognized and sought after for imparting excellent color and quality. The full product line to be marketed by Viachem includes a Vitamin A Palmitate oil, Vitamin A Palmitate powder concentrate, and Vitamin A Acetate powder, which has been specially designed for the fortification of flour as well as for use in vitamin/mineral premixes. The Acetate powder is also protein-free and suitable to use in hypoallergenic food fortification.

AGD Nutrition will use Viachem's expertise to provide sales, service and logistical support to its North America customers, said Gary Vannorsdel, president of AGD. "In recent years, Viachem has proven itself to be an effective sales and service provider, and we are confident that by making this change, our customers will be effectively served with a strong focus on the specific needs of this market niche," Vannorsdel said. "Viachem's unique model for marketing, selling and distributing specialty food ingredients is unmatched in the industry, and we expect Viachem to expand our share of the Vitamin A marketplace significantly."

Vitamin A is widely used to improve vision. It also plays an important role in the development of bone, cell differentiation, reproduction, and cell division. In addition, it supports the human immune system, and is known to normalize skin. Clinical results have shown that it significantly affects the skin's thickness, and elasticity and its ability to increase collagen and DNA.

Kyle Einhorn, vice president of business development of Viachem, said, "We are delighted AGD Nutrition has chosen Viachem to represent its full line of Vitamin A products. Viachem's targeted marketing methods, as well as the deep industry expertise of our sales team members, are a perfect fit for AGD Nutrition's business goals. We look forward to many years of successful partnership."

About AGD Nutrition

AGD Nutrition was founded in 2002 to develop and market nutritional ingredients using advanced technology and outstanding customer service. AGD is synonymous with progress, shaped by chemist, engineers, and business professionals who for years have been managing food and pharmaceutical advancements at leading multinational firms.

About Viachem Ltd.

Founded in 2006, Viachem Ltd. serves a growing portfolio of international chemical producers by offering exclusive sales and marketing representation for specialty and fine chemicals to customers throughout North America. Viachem specializes in the food and beverage, personal care, paints and coatings, industrial and household cleaners, specialty waxes, pharmaceutical, nutraceutical and cosmeceutical industries. The company is headquartered in the Dallas suburb of Plano, Texas, and maintains warehouses throughout the United States.

###

Contacts: Ariel Herr for Viachem: aherr@fortepr.com; T: 214-890-7912
Gary Vannorsdel for ADGD Nutrition: gvannorsdel@agdnutrition.com; T: 469-645-2180