

WILD Announces Partnership with Sterling Technology

Immunel™ and Tegrice™ Added to H.I.T.S.® from WILD

Erlanger, KY (October 19, 2010) – WILD Flavors, Inc. (WILD) is excited to announce a recently formed partnership with Sterling Technology. This new partnership makes WILD the exclusive provider of both Immunel™ and Tegrice™. These bioactive milk peptide products will now be included in WILD's Health Ingredient Technology & Solutions® (H.I.T.S.®) lineup.

WILD's Chief Operating Officer, Mr. Erik Donhowe explains: "We're very pleased to be able to announce our partnership with Sterling Technology. A company the caliber of Sterling, with its quality products and research, will enable WILD to continue offering the most cutting-edge ingredients and solutions. This partnership will further help our company in developing innovative food and beverage products for our customers."

This new partnership will combine Sterling's scientific research expertise in bioactive milk peptides with WILD's product development and flavor expertise – delivering a complete solution. With Sterling Technology's years of clinical studies and GRAS status, WILD will be able to utilize its skills to incorporate Immunel™ and Tegrice™ into efficacious, great tasting food and beverage products.

Randy Kjelden, President of Sterling Technology, had the following to say on the agreement: "At Sterling we've always been family based, committed to excellence and the highest quality standards. Partnering with WILD just seemed like a natural fit, as both companies share many of the same core values. We've been developing Immunel™ and Tegrice™ for many years now and we are confident in WILD's ability to support and promote these innovations."

Immunel™ milk peptide is a clinically tested, cost-competitive ingredient that supports immune health and is easily incorporated into a myriad of food and beverage products with no impact on taste, color and texture. Studies have shown Immunel™ to: rapidly increase phagocytosis, increase the number and vigor of immune cells that respond to microbial (bacterial) invaders, activate natural killer cells and more. Immunel™ can be used in foods, beverages, and supplements.

Tegrice™ is a new product made from premium milk peptides and bioactives. It is a natural defense against Irritable Bowel Syndrome (IBS) and Irritable Bowel Disease (IBD). Tegrice™ has also been shown to repair damaged tissue from the use of NSAID's (aspirin, ibuprofen, etc.) and other conditions that cause intestinal damage. Tegrice™ can be used in foods, supplements, and some beverage applications.

About WILD Flavors, Inc. WILD Flavors, Inc., headquartered in Erlanger, Kentucky, is one of the world's leading privately-owned manufacturers of natural ingredients for the food and

beverage industry. WILD Flavors provides specific flavors, colors, and ingredients as well as innovative and great tasting concepts through application expertise and technological advancements. For more information about WILD Flavors, please visit: www.wildflavors.com.

About Sterling Technology Sterling Technology, located in Brookings, South Dakota, is a privately held, 3rd generation, family owned company. They are the leader in bioactive milk peptide based research. Since 1987, Sterling has been studying and producing quality bioactive peptides and it is the only nutritional supplement the company manufactures. Sterling is the world's largest dedicated specialty peptide manufacturing company. For more information about Sterling Technology, please visit www.sterlingtechnology.com.

Immunel™

Have you been searching for a way to meet the surging consumer demand for healthier foods and beverages without compromising taste? WILD has gained select distribution rights and added an exciting new ingredient to its H.I.T.S.® line of healthy ingredients. Introducing Immunel™, a milk peptide that is a clinically tested, cost-competitive GRAS ingredient that supports immune health and is easily incorporated into various food and beverage products. This ingredient has no impact on taste, color and texture. Studies have shown Immunel™ provides a quick and more targeted immune response and increases the number and vigor of immune cells in the body. Get ahead of your competition today by offering products with Immunel™, available exclusively from WILD.

[How Immunel differs from Vitamin C](#)

Tegricel™

If you've been on the lookout for a new ingredient for your products you're in luck—WILD has it! Introducing Tegricel™, a new product made from premium milk peptides and bioactives. Tegricel™ has been shown to repair damaged intestinal tissue from the use of NSAID's. Studies have also shown it has the ability to reduce inflammation and promote healing in the digestive tract. The unique capabilities of Tegricel™ coupled with WILD's extensive product development expertise offer endless possibilities for your concepts.